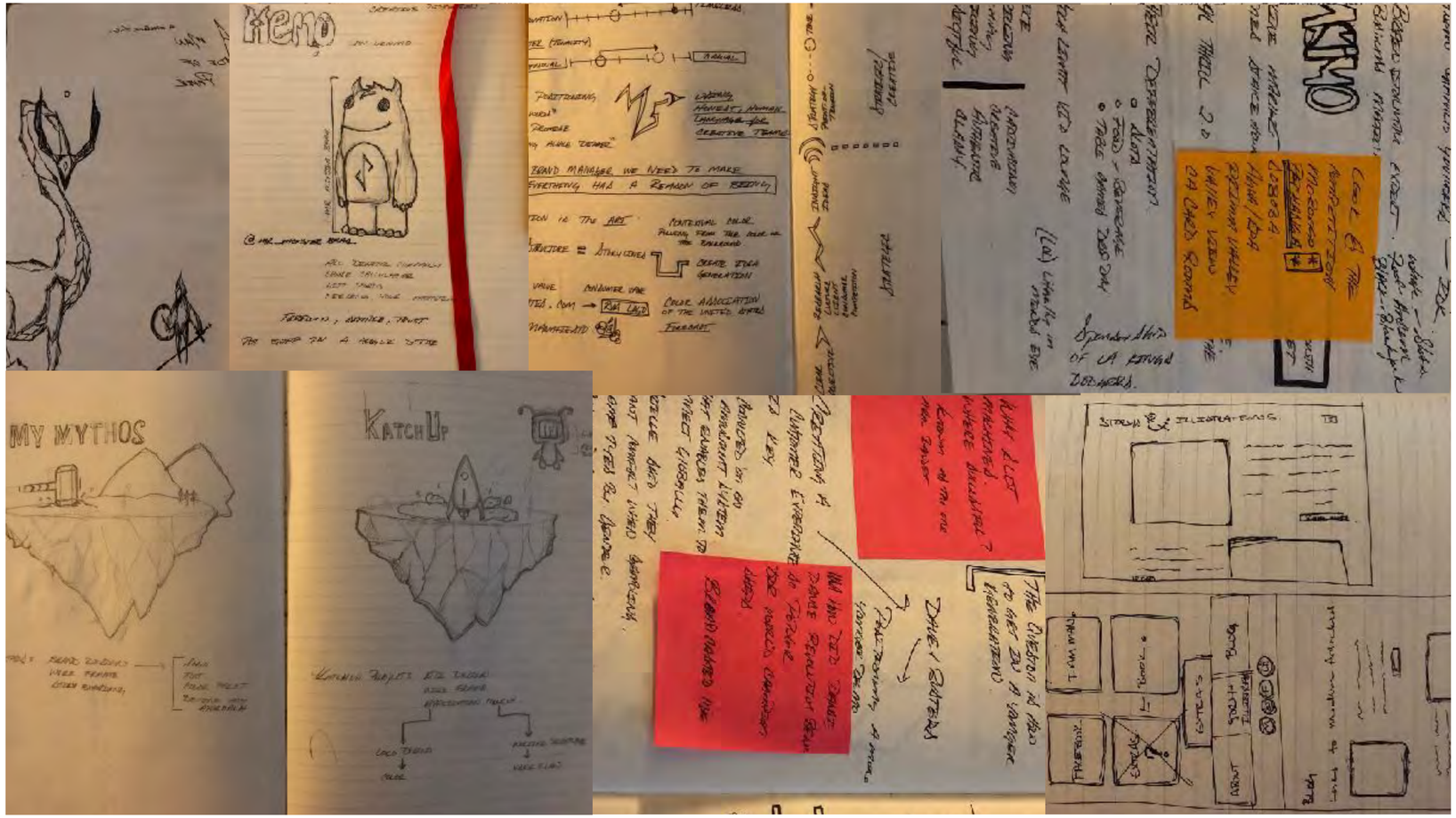
code&quill

This deck is a my independent study thesis project that was pitched to a real client code&quill. All work, research and design was done by me. Please reach out if you have questions.

code&quill


Keno
MY MYTHOS
KatchUp

Ask
Where we are now
Competition
Consumer
Positioning
Value Proposition
Strategy
Creative
KPI’s

METHODOLOGIES

Secondary Research

Social Listening in looking at over 378 million impressions

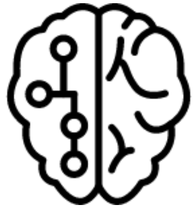
30 Interviews

Product Testing of 12 creatives over a month using the product

about code&quill

Started on Kickstarter

Solved a need for Developers



Widened the scope from Developers to Designers

THE ASK

Define what a creative is.

Define who is a creative.

Develop a brand strategy.

INDUSTRY LOOK

Stationary Industry

$132 billion industry but absorbing a 5 percent loss in office- and writing-paper revenue each year

Bound Book

$58 billion that is projected that is the strongest segment in the market

Creative Sector

$3.2 billion industry that is projected to grow 10% for the next 5 years

BARON FIG

“Cult Aesthetic”

Ethically sourced

Simplicity/Usefulness

Community

Current tag:

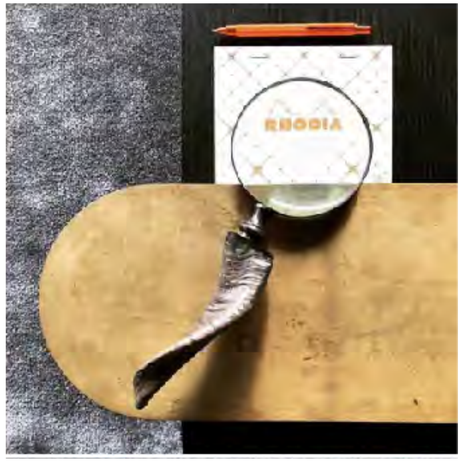
We make tools for thinkers.

RHODIA

"Timeless Maker"

High quality

Exacting standards



Timeless design

Current tag:

Modern notebook since 1934.

MOLESKIN

"The Monopoly"

Heritage

Innovation

Relevancy

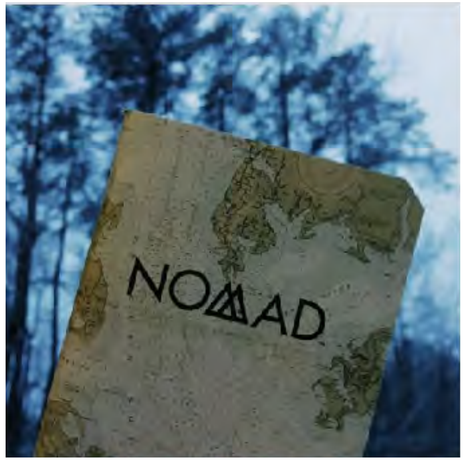
Current tag:

Where imaginations meet.

NOMAD

"The Novelty Creative"

Repurpose



Designers

Unique

Current tag:

The Unboring Notebook

FIELD NOTES

"The Minimalist Writer"

American Made

Durability

Preservation

Current tag:

I'm not writing it down to remember it later;

I'm writing it down to remember it now."

KEY FINDINGS

Everyone talks to creatives through aesthetics while claiming a certain space in the creative's mind

COMPETITVE ANALYSIS

Baron Fig | Rhodia | Field Notes | Moleskine | Leuchtturm1917 | Nordic | WhiteLines

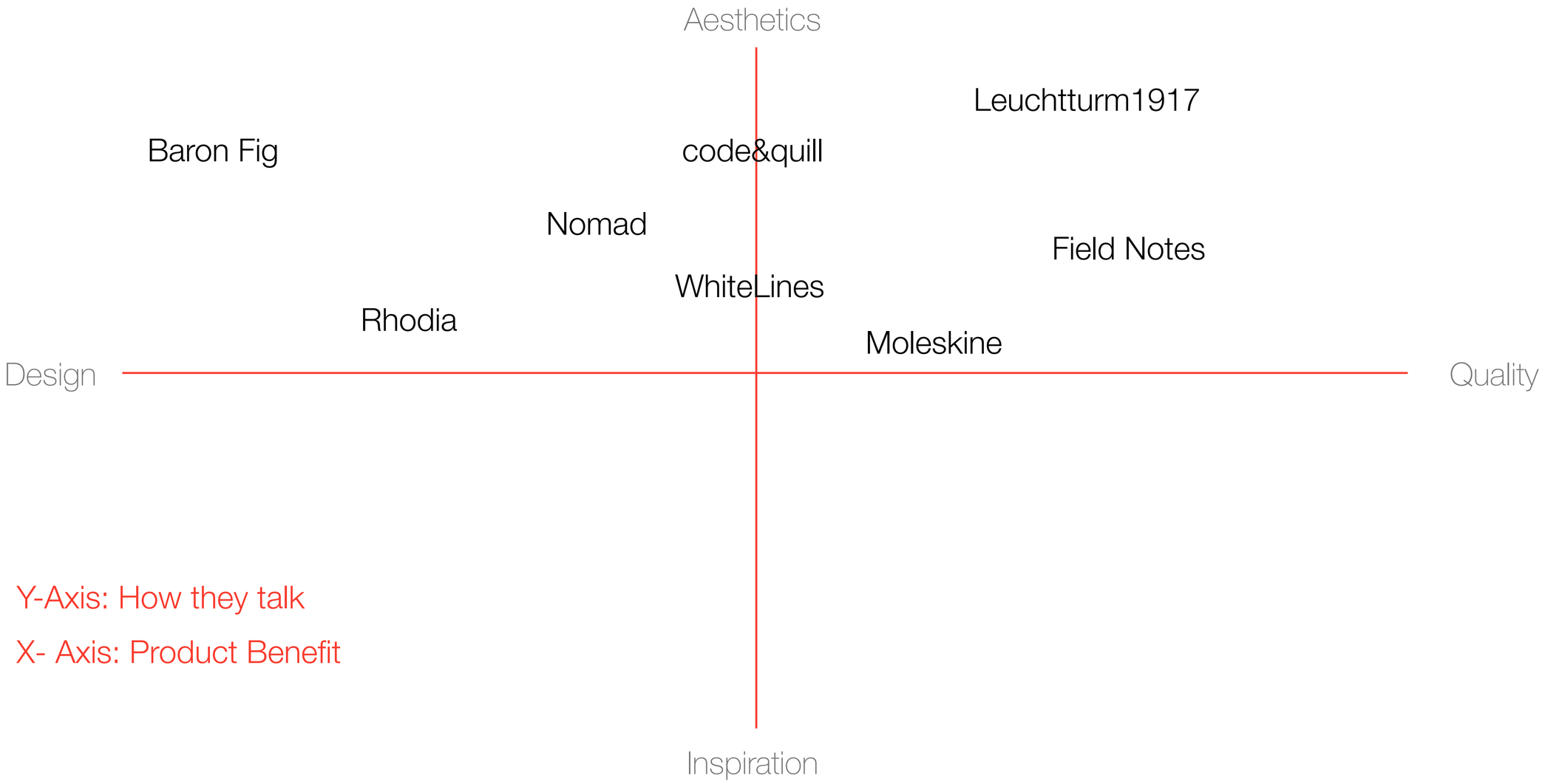
Primary — These brands account for more than 378 million impressions over the past year. — Secondary

SOCIAL LISTENING

These brands account for more than 378 million impressions over the past year.

New Product	Quality	Aesthetic
Inspiration	Stationary	Design
Process	Imagination	Features

POSITION MAP



Y-Axis: How they talk

X- Axis: Product Benefit

PRODUCT REVIEW

Heather S.

Verified Buyer

Love it!

Beautiful paper and sleek design!

PRODUCT REVIEW

Jacquelin L.

Verified Buyer

Beautiful & Functional

This is such a beautiful notebook! The quality of the materials and the attention to detail are top-notch, and the innovative dot-grid/indent-mark design allow for a lot of creative possibilities for bullet journaling!

PRODUCT REVIEW

Erin B.

Verified Buyer

I am really enjoying this notebook.

I love the color scheme! My favorite color is blue, so I was especially excited for this edition. The quality is easily felt and seen. Great job, Code & Quill!

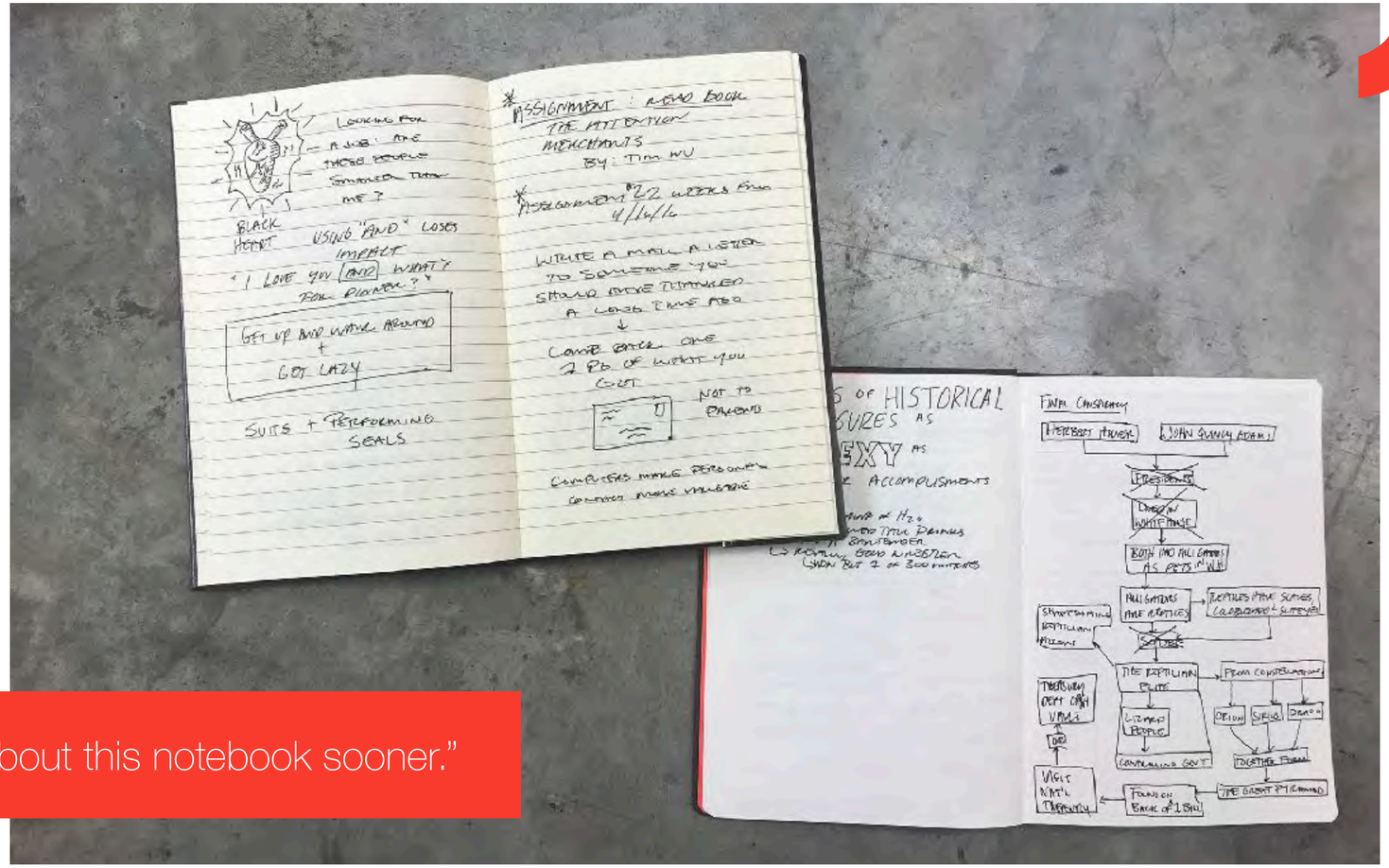
PRODUCT REVIEW

Robin B.

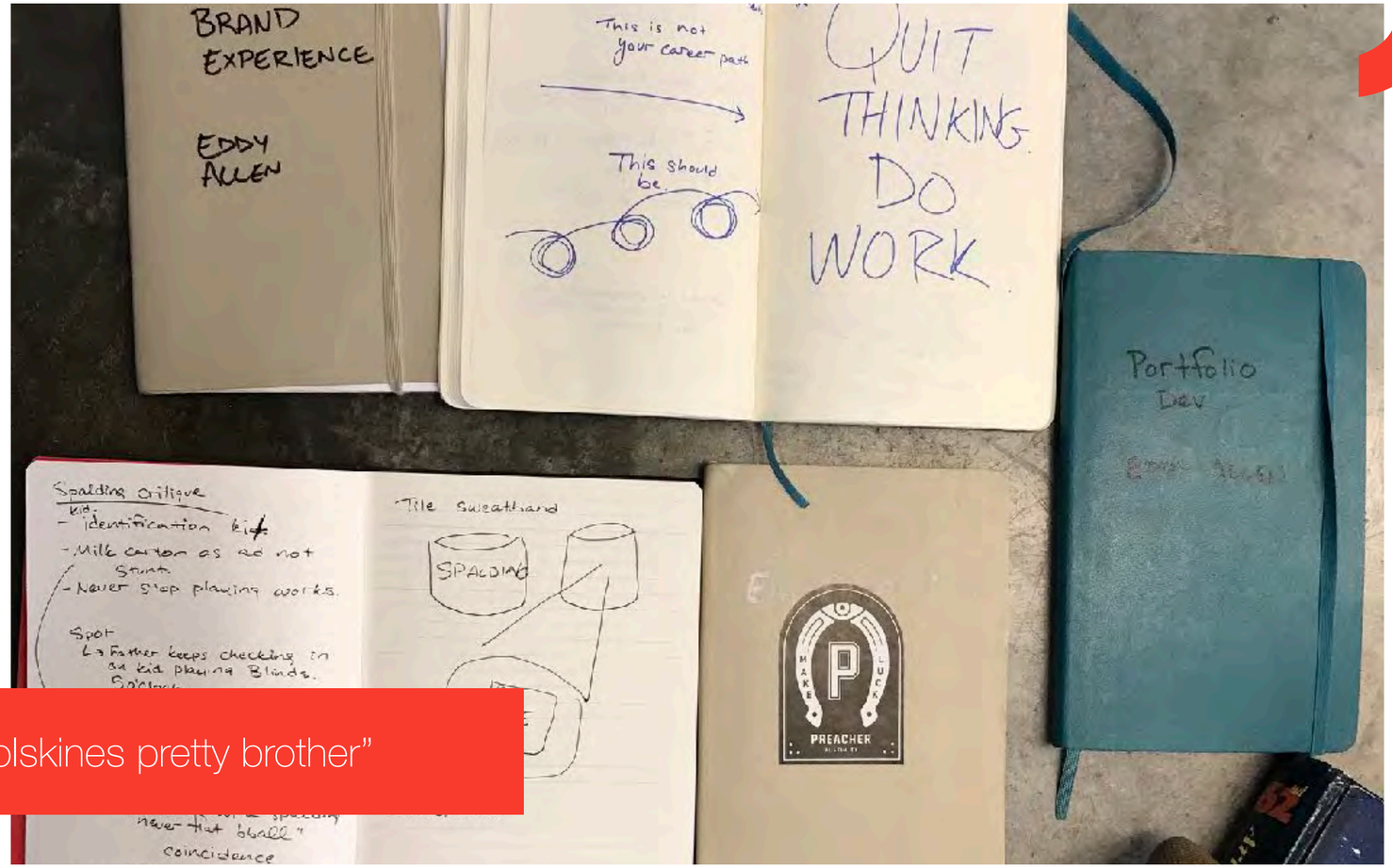
Verified Buyer

The Ravenclaw Version

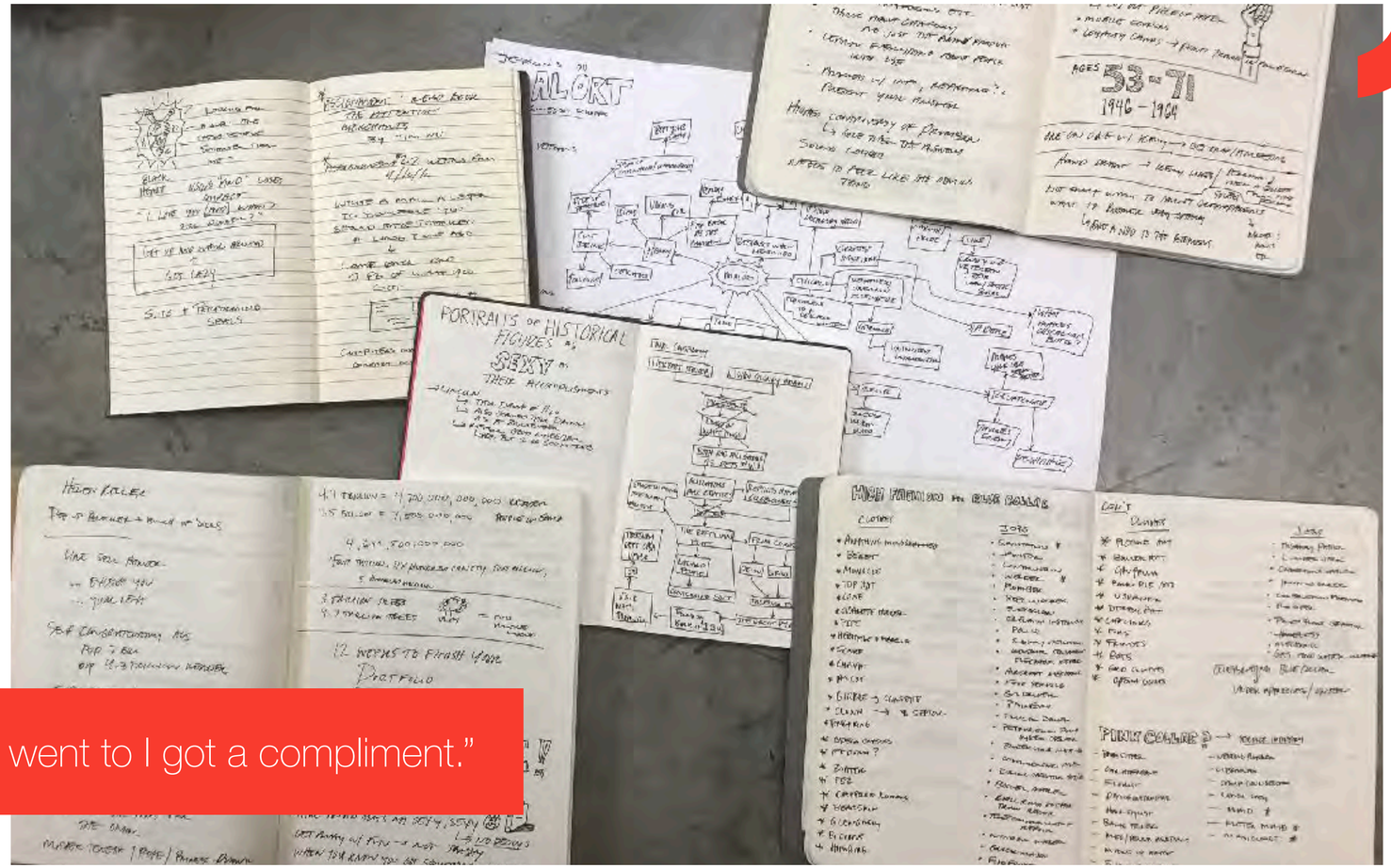
I'm not going to lie. I totally bought this notebook because it was Ravenclaw colors and I'm a big nerd like that---but I'm so glad I made this purchase! Code&Quill notebooks really are incredible. They arrive in a neat low-profile box (which perfectly protects your precious notebook from bending, scratching, and weather elements), its pages are crisp and weighted, and the cover is incredibly soft with a sleek design. The quality of their work means that this notebook is going to be with me for a LONG time!



"I wish I knew about this notebook sooner."



"Its like Molskines pretty brother"



“Every meeting I went to I got a compliment.”

Current Value Proposition

Social

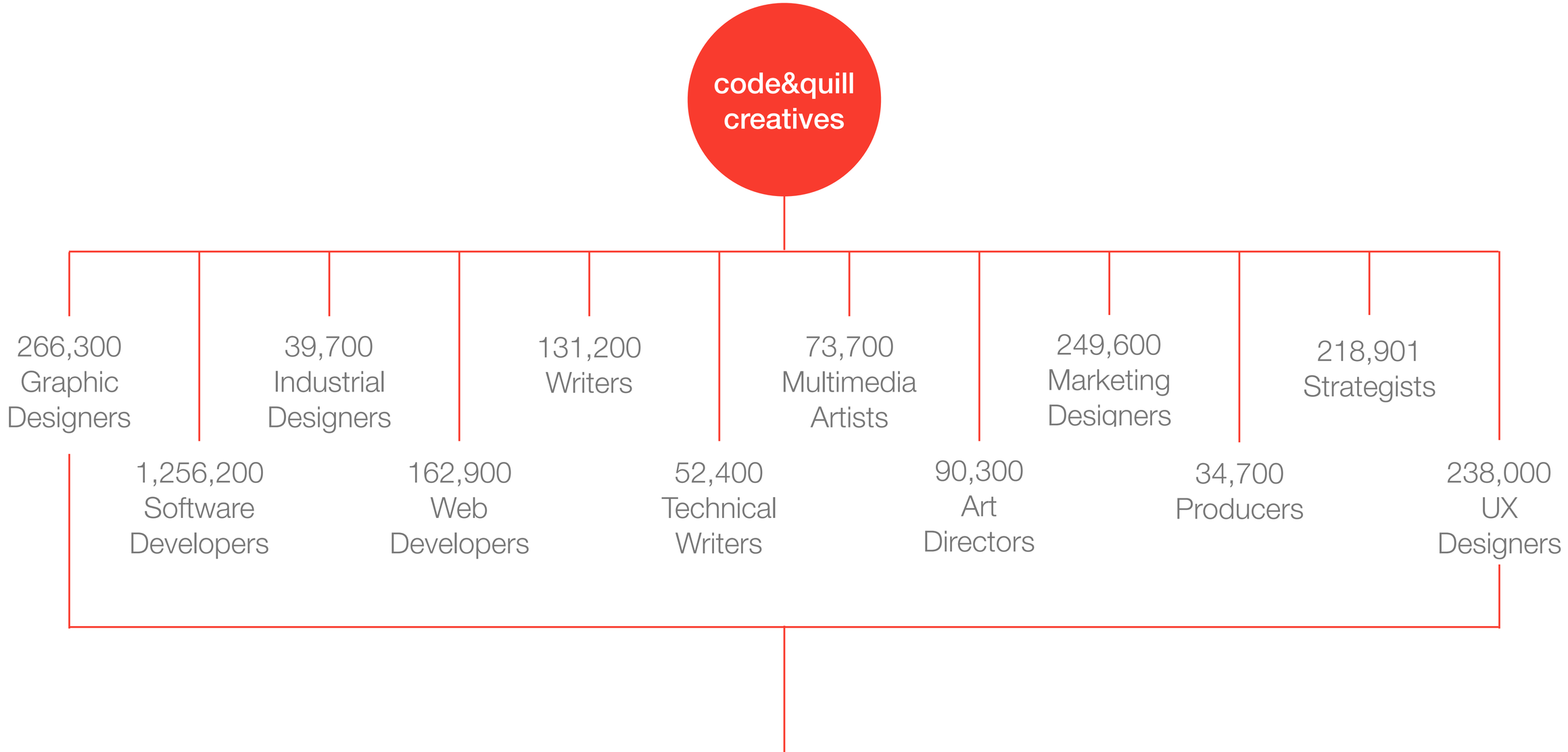
Quality

Aesthetics

Community

Tools for Creatives

WHO WE CURRENTLY TALK TO



WITH THE CURRENT DEFINITION

2,813,901
“Creatives”

4,700,000
people in the creative sector

1,886,099
loss of potential users

WHERE WE ARE NOW

Tools for creatives by creatives

30 INTERVIEWS

Information Design
Constantly Learning
Visual Thinker
Experience focused
Design orientated
Conceptual Design
Color and Words
Design thinking
Technically minded.
Creative Technology

Strategic and Creative Mind
Good Eye
Bi Creative
Creative thinker.
Not-intense thinker
Experience Focus
Make shit with my hands,
Graphics
Movements Focus
3d Stuff..

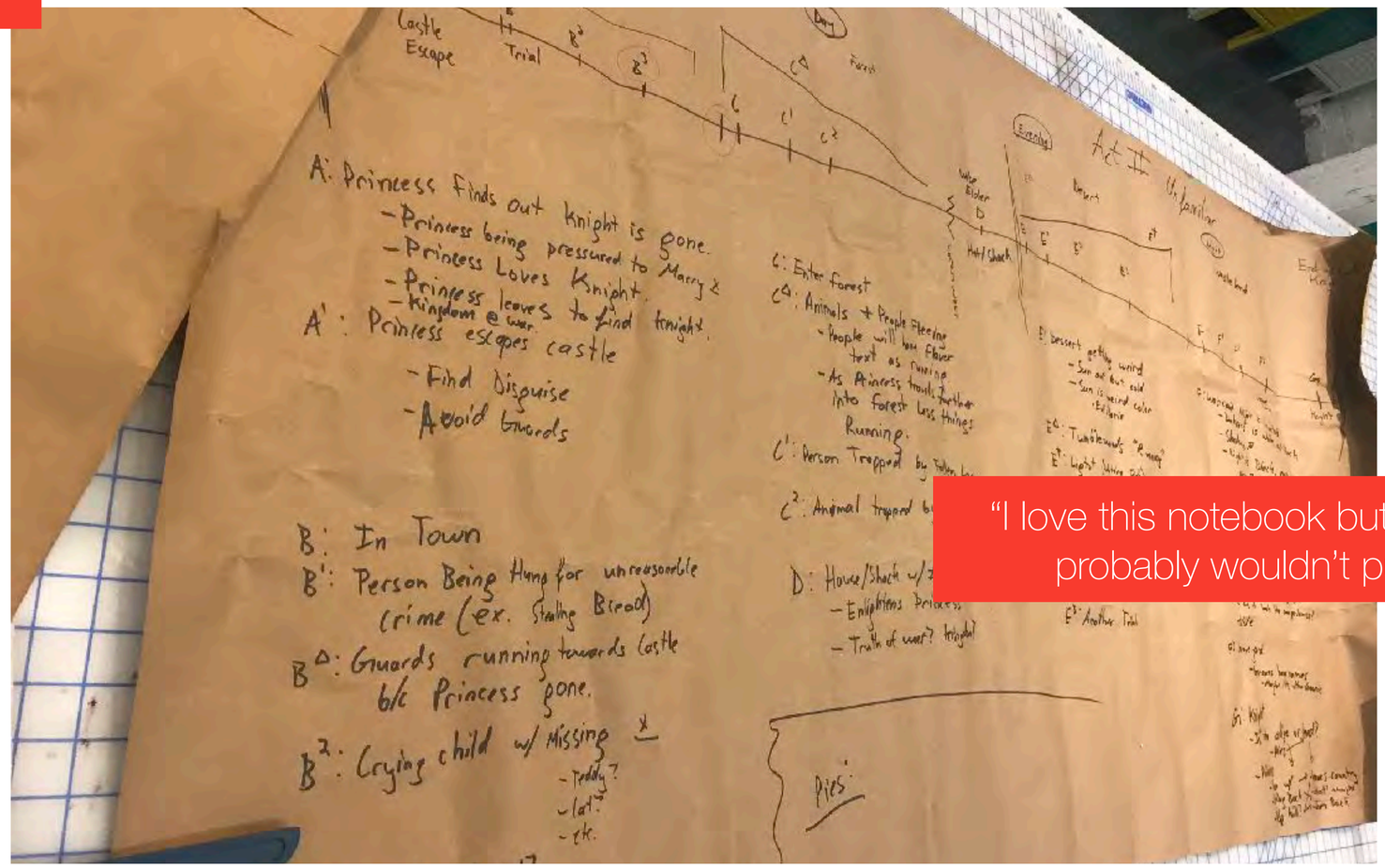
Paper and Book Design
Storyteller
General Maker
Photography
Visual and Design
Creative Problem Solver
Fixer
Visual thinking
Music Driven
VR and AR

THE INSIGHT

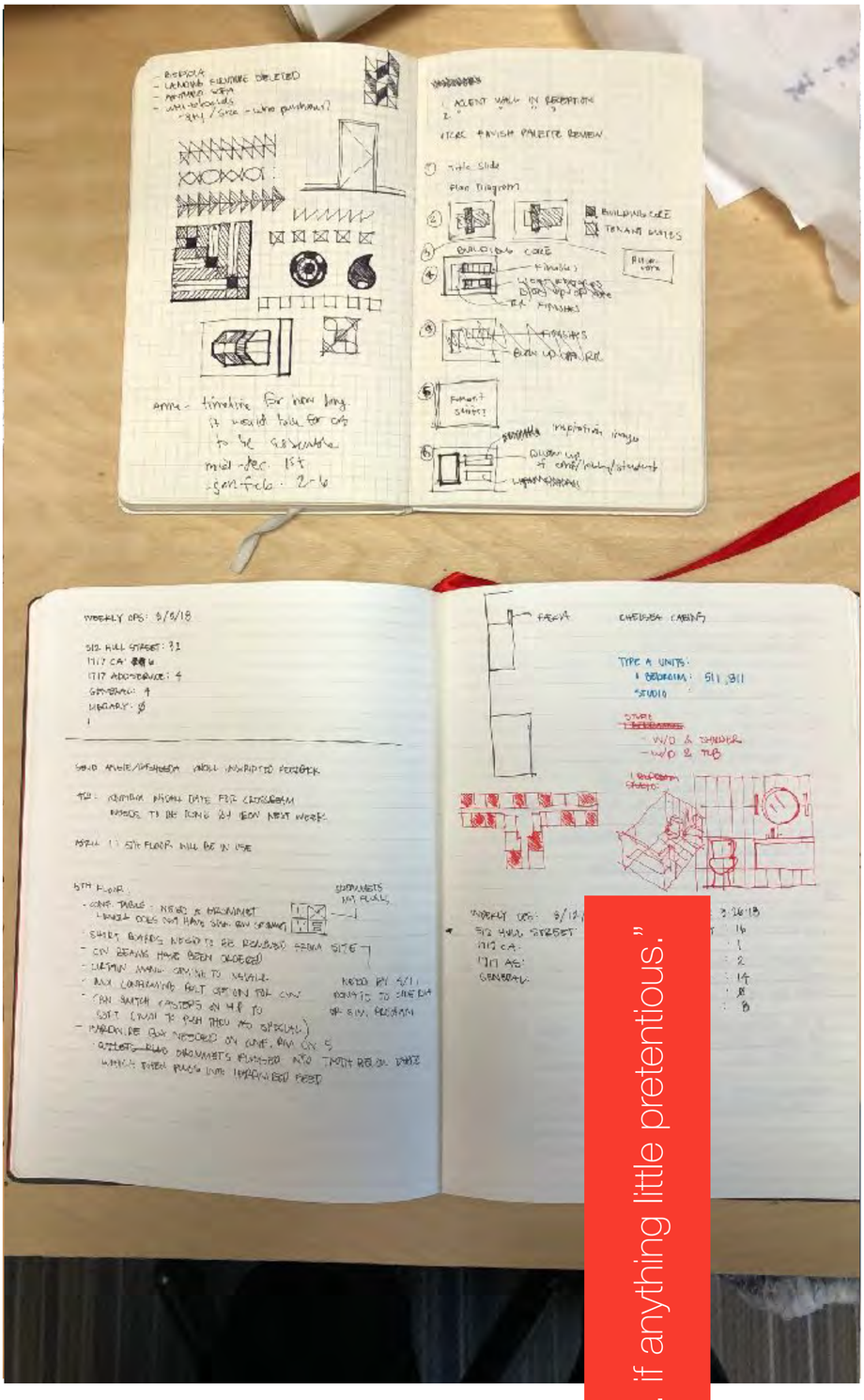
Being a creative isn’t a job title. It is about the output or thinking

THE IMPLICATION

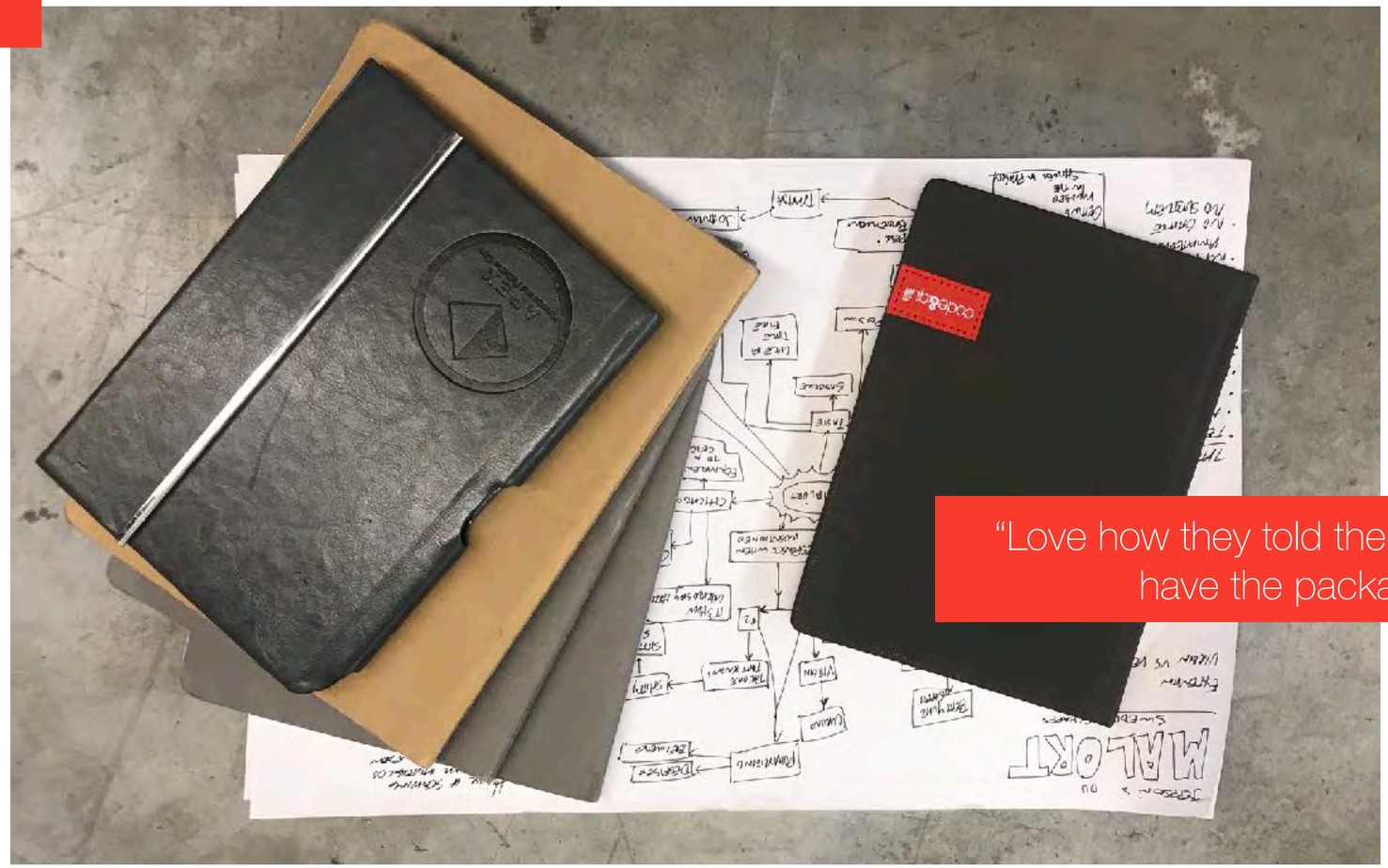
Definite titles do not resonate with people. It is their thinking that does



"I love this notebook but if I saw that I probably wouldn't purchase."

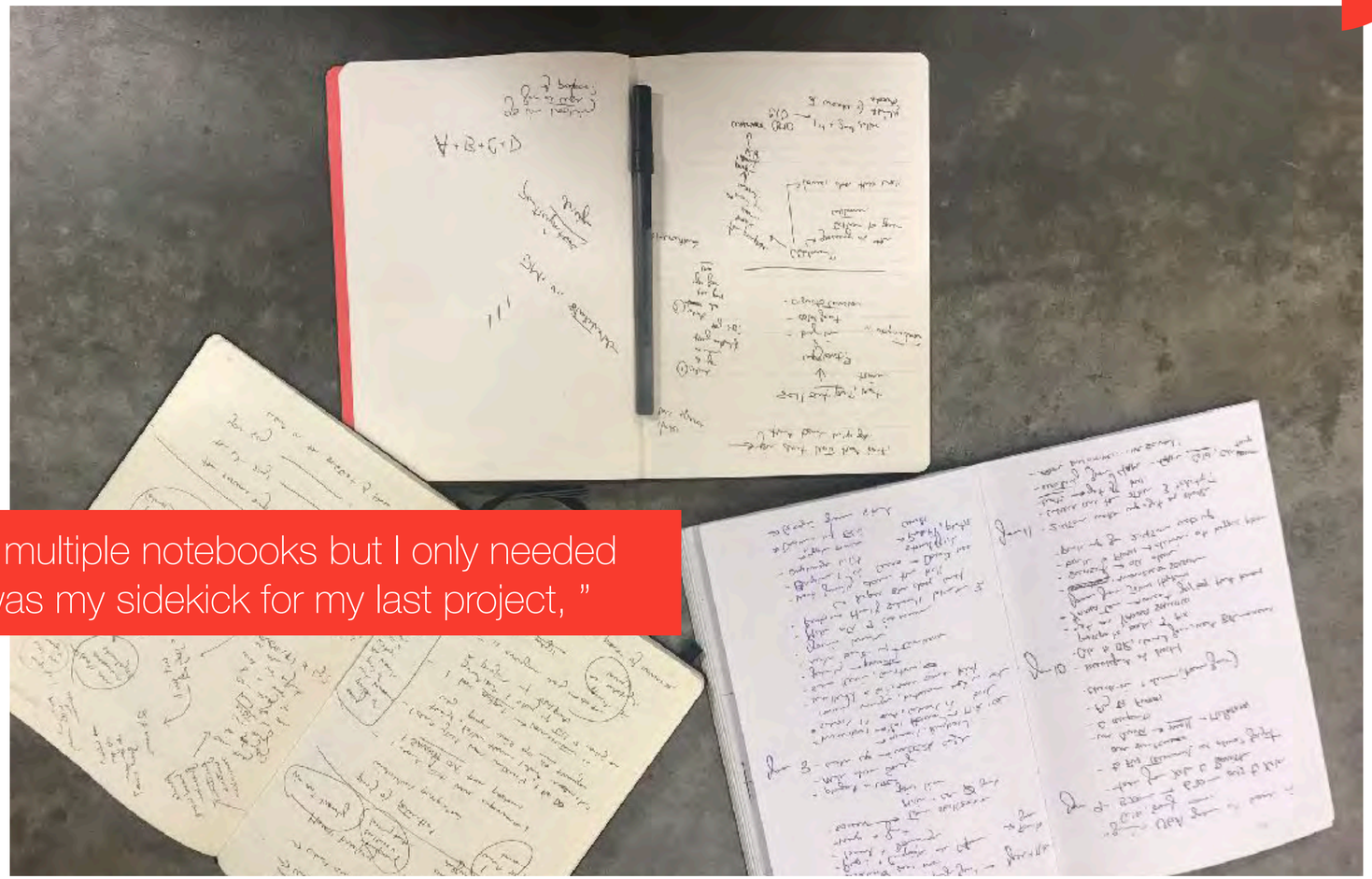


"It means nothing.. if anything little pretentious."



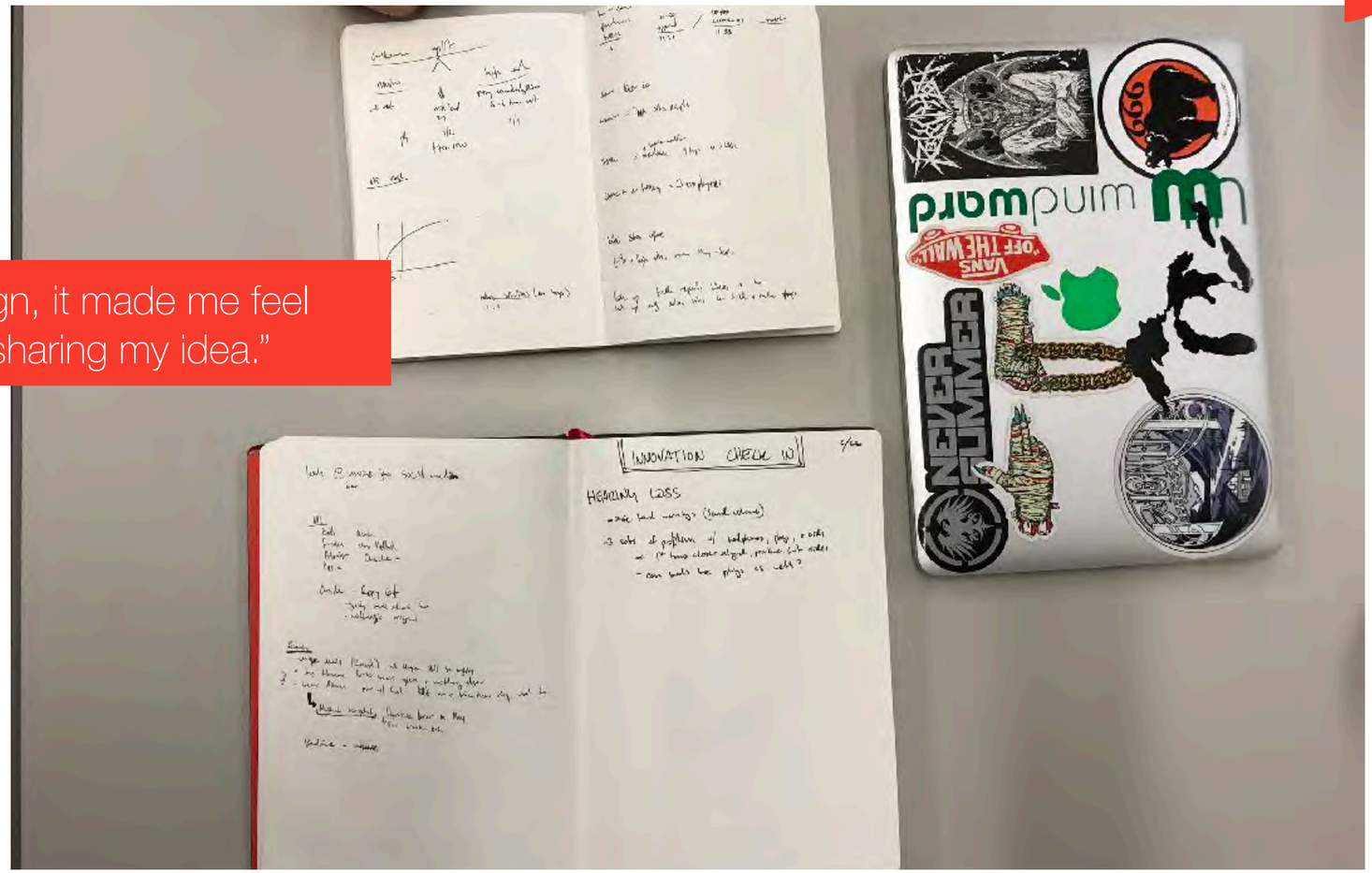
“Love how they told the story,… I still have the package.”

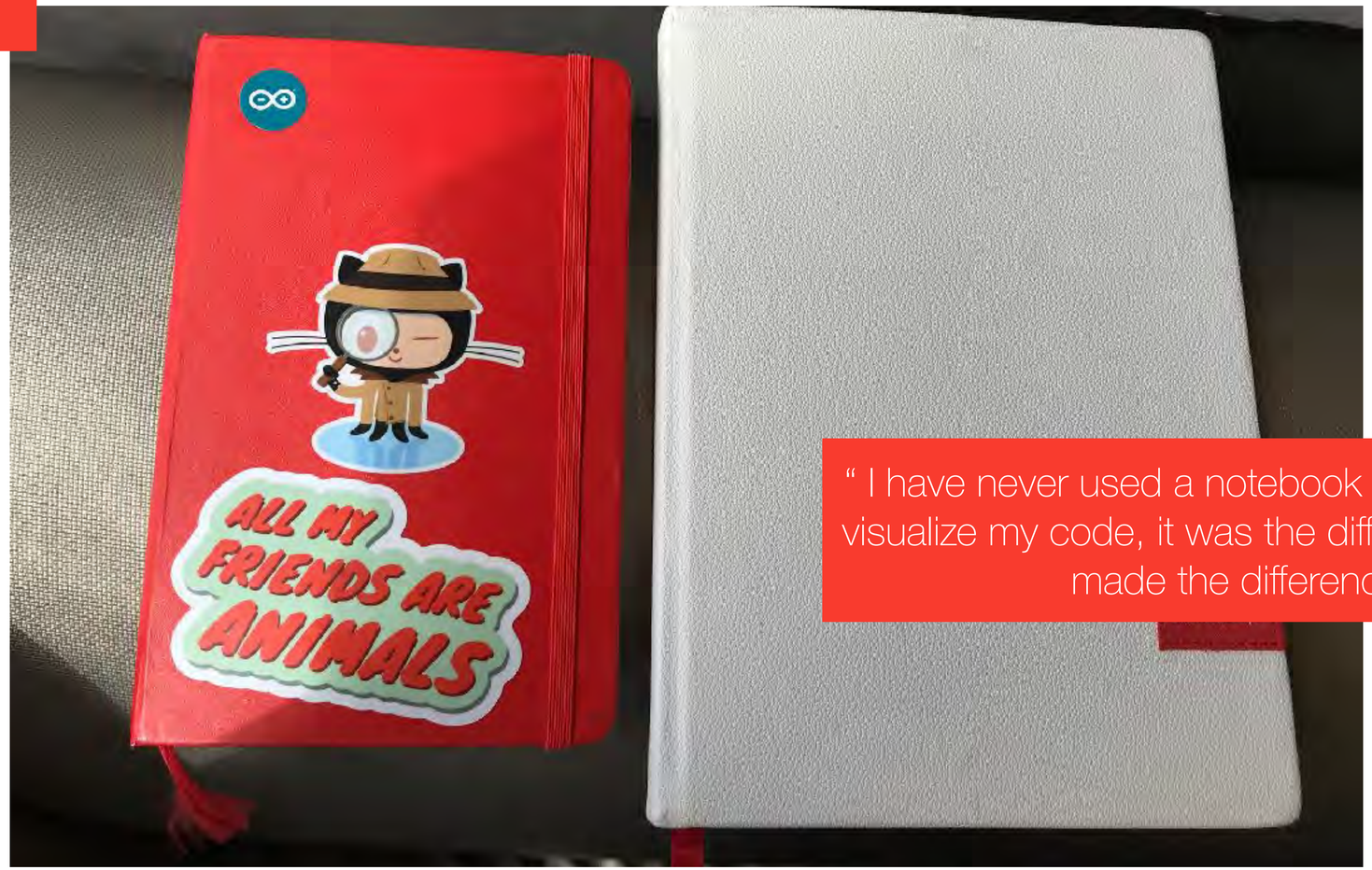
How do we stand out in the sea of sameness?



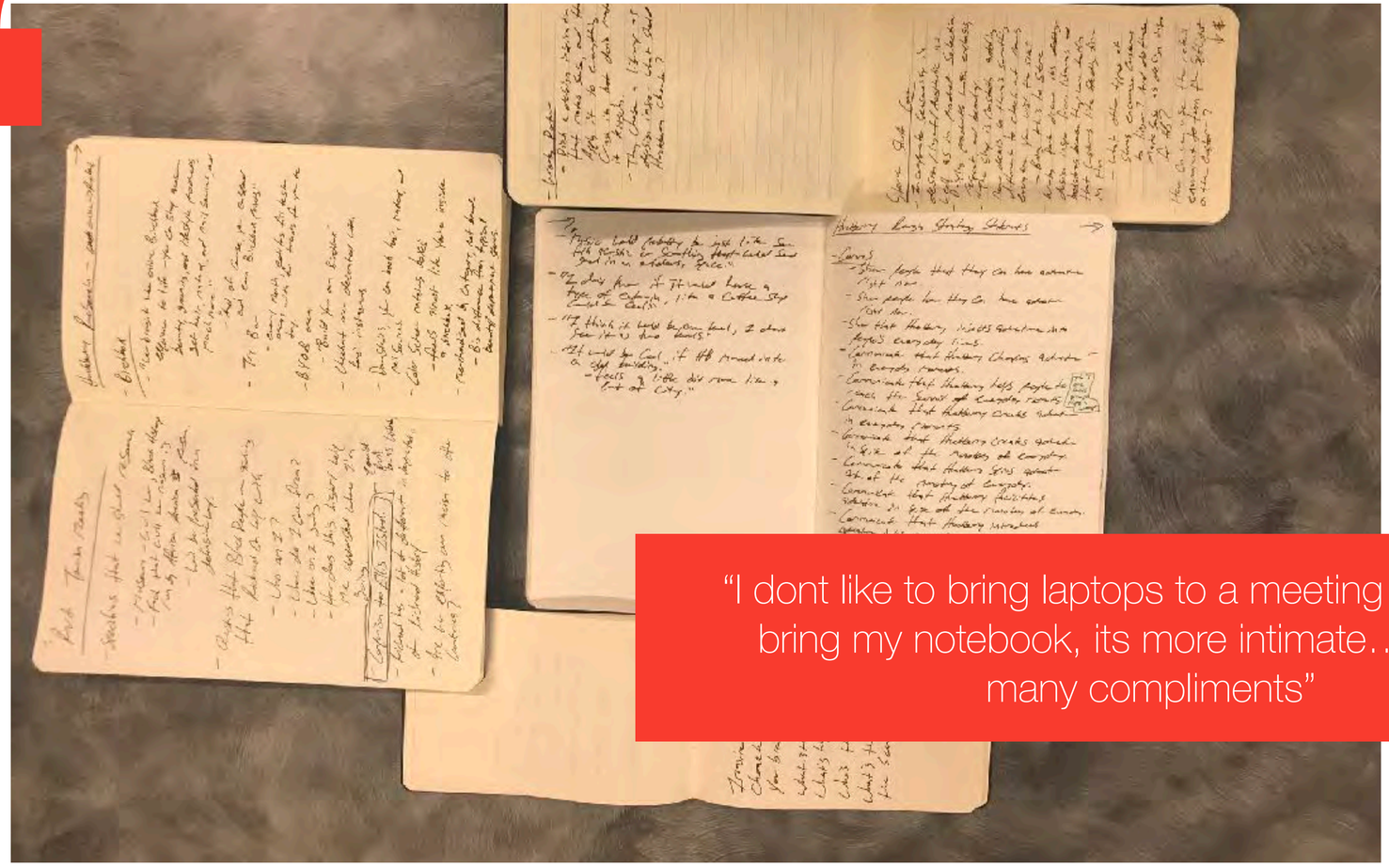
“ I usually use multiple notebooks but I only needed this one, it was my sidekick for my last project, ”

“I love the design, it made me feel confident in sharing my idea.”

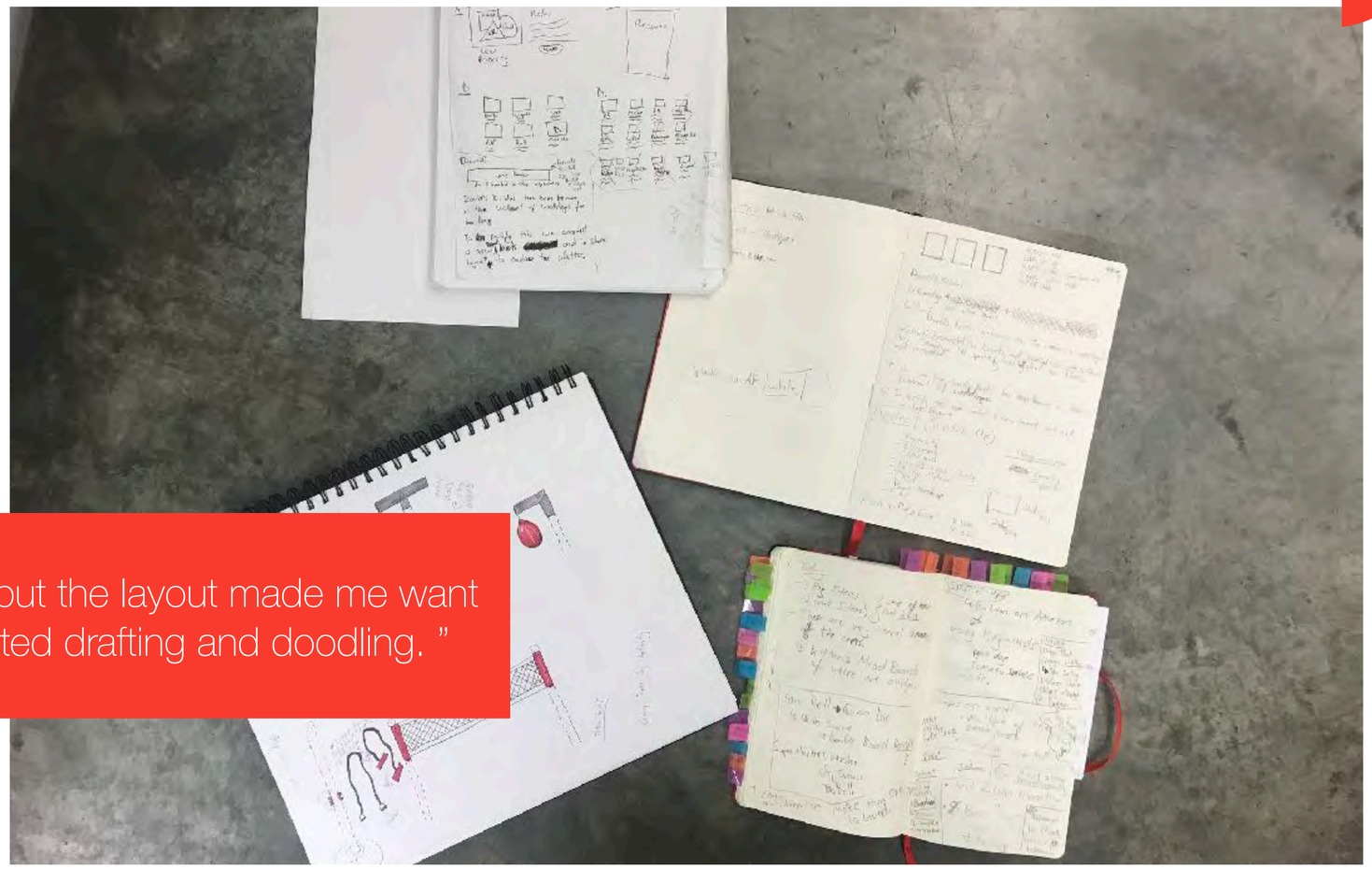




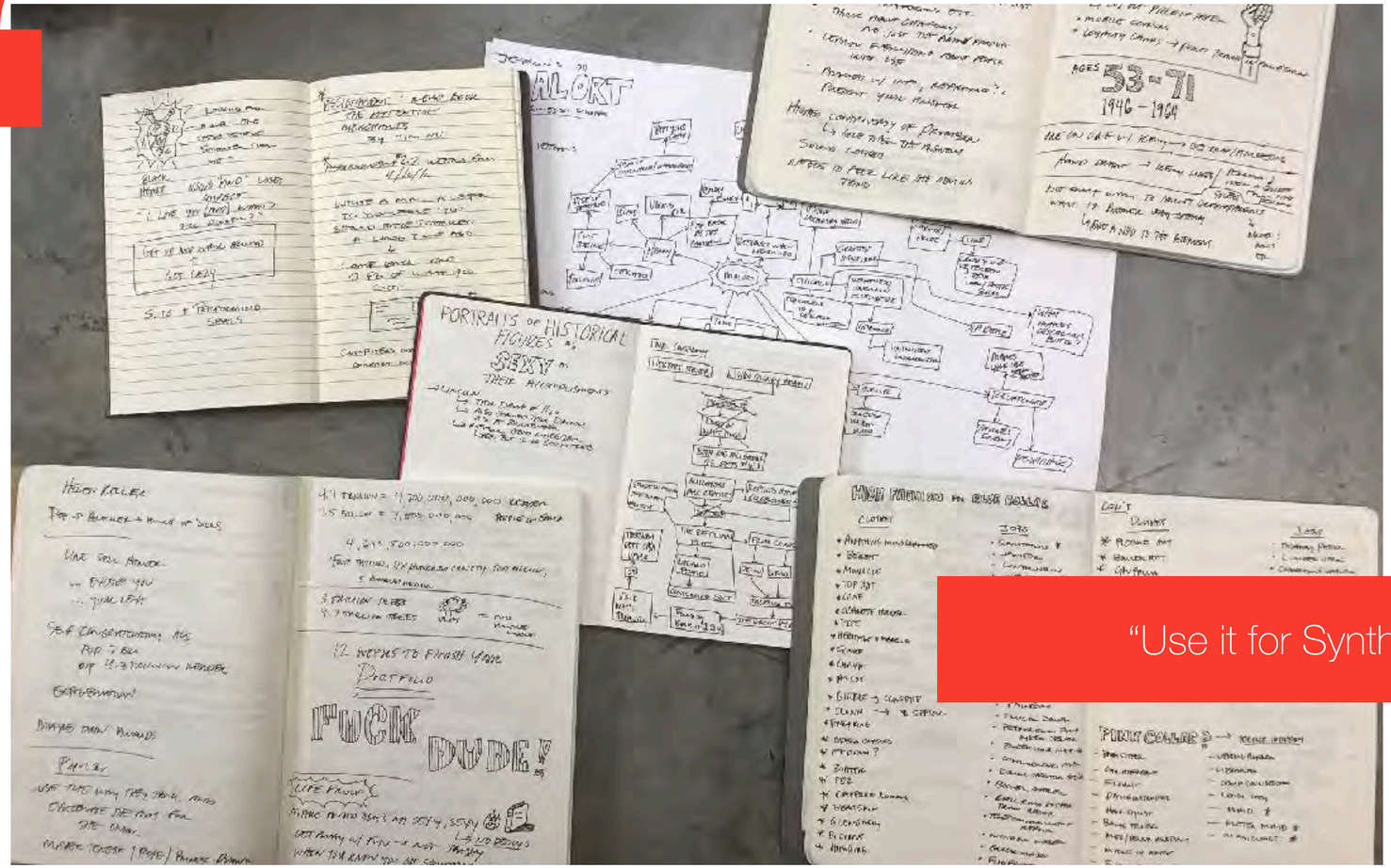
“ I have never used a notebook like this, I like to visualize my code, it was the different sides that made the difference



"I dont like to bring laptops to a meeting so I always bring my notebook, its more intimate… I got so many compliments"



“I usually us blank but the layout made me want to do more, I started drafting and doodling. ”



“Use it for Synthesis”

THE INSIGHT

The design is topical but the way code and quill helps them think/ideation is what makes them fall in love with the brand

THE IMPLICATION

code&quill is about the process, whatever the process may be.

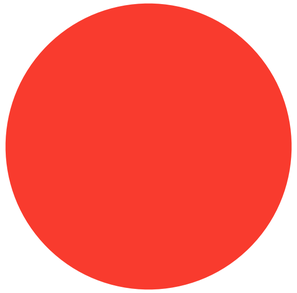
WHO ARE CREATIVES?

1678 is the first documentation of the use of the word as a noun. It has then been used, twisted and focused on being a word for one who is creative to on by 1938 was predominantly defined as one involved in the creation of outputs especially in advertising.

ADOBE STUDY

Of the US population 52% of people view themselves as creative

WHO WE NEED TO TALK TO



Primary

code&quill creatives

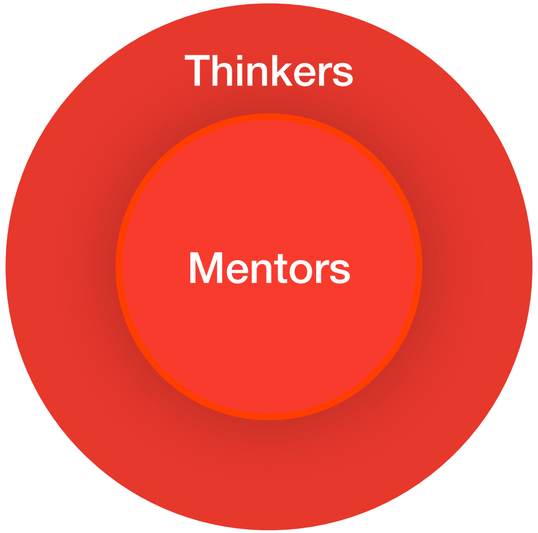
Secondary

Thinkers & Do’ers

WHO WE NEED TO TALK TO

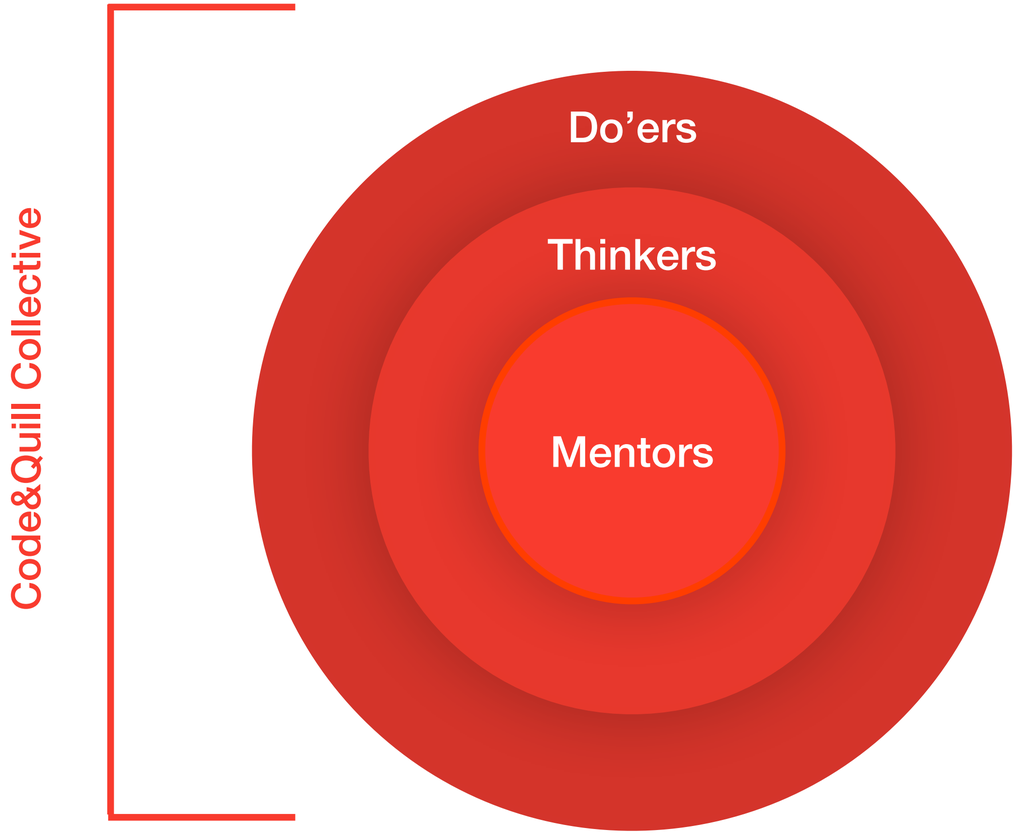
4,700,000
people in the creative sector

WHO WE NEED TO TALK TO



75 Million
Mentors and Thinkers

WHO WE NEED TO TALK TO



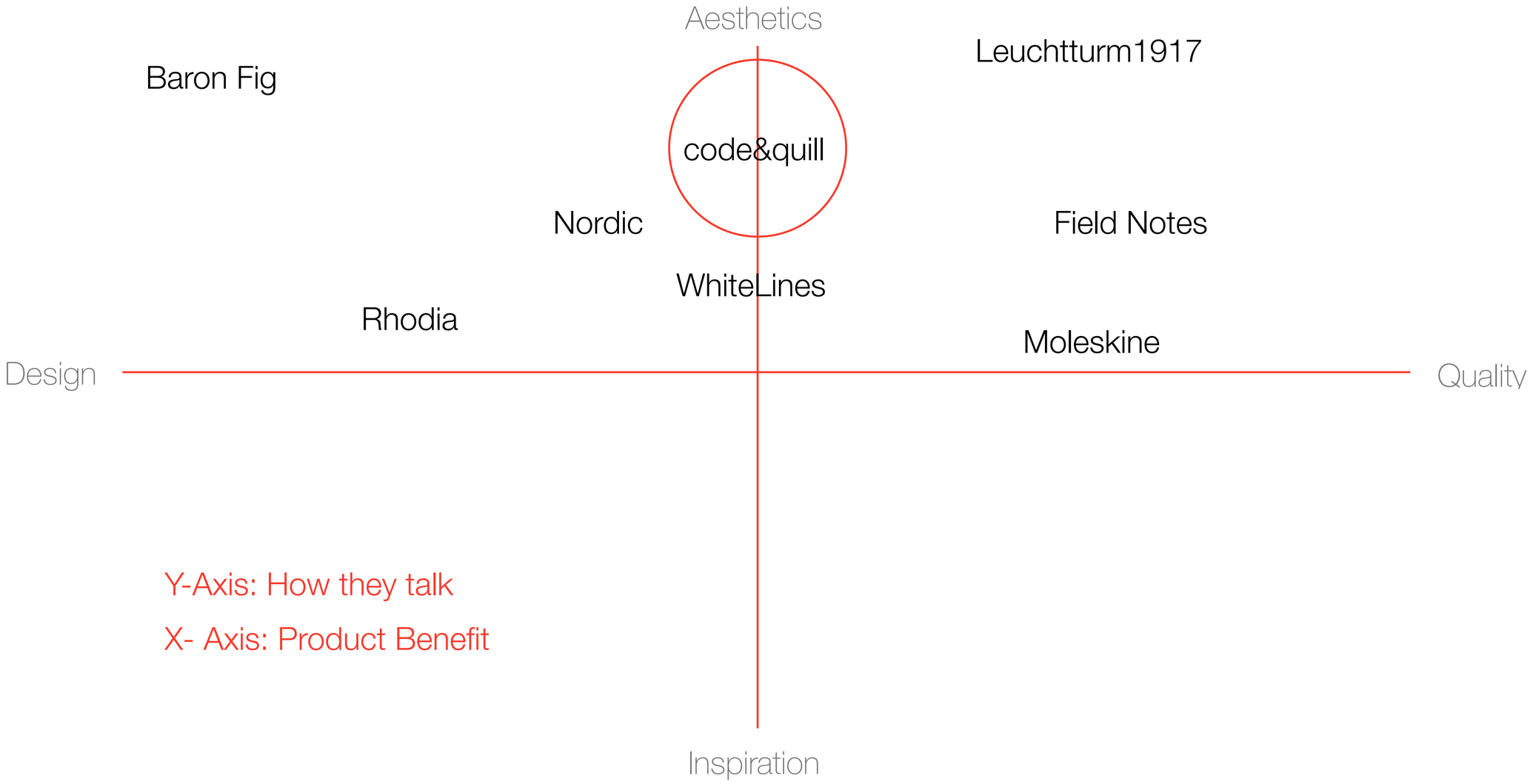
134,700,00 People
Mentors, Thinkers and Do’ers

Define collective

shared or assumed mentality by all members of the group

Creativity expresses itself in ideas, ideas that are jealously guarded and pampered. And its the energy and passion community of the mentors, thinkers, and do’ers, the Code and Quill Collective, that bring these ideas to life-It is the collection of people we celebrate and for whom our products are designed.

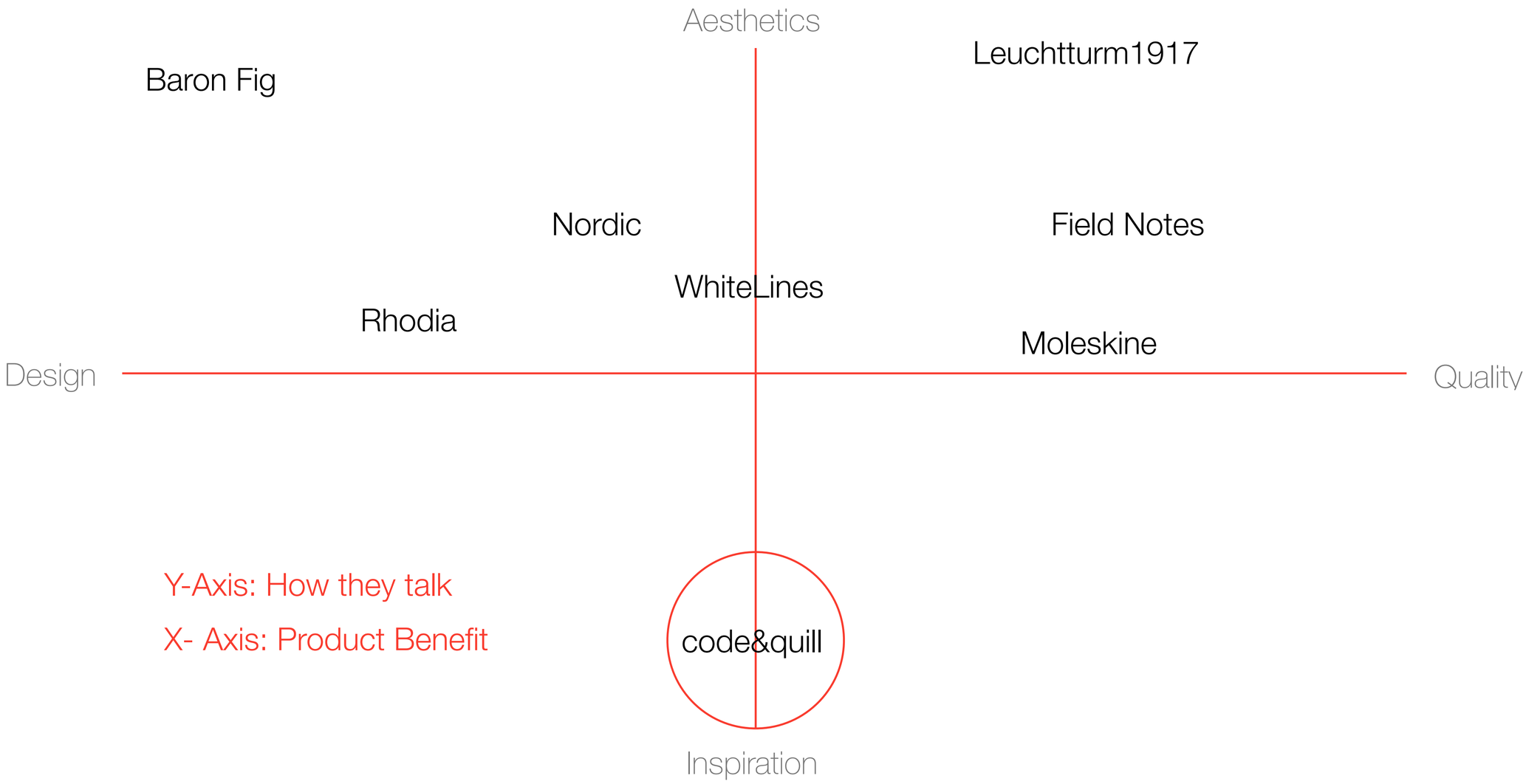
POSITION MAP



Y-Axis: How they talk

X- Axis: Product Benefit

POSITION MAP

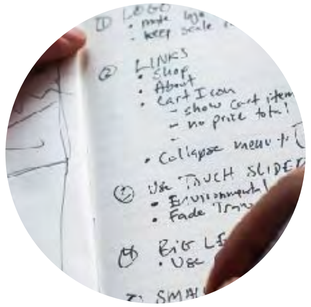


Collective Value Proposition

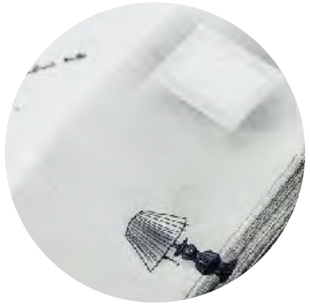
code&quill collective

big Idea

Creative business is all about the idea, strong ideas, and they are born from…



Empathy



Imagination

Inspiration

is brought to life by…

Process

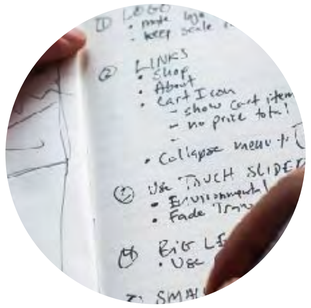
Experimentation

Passion

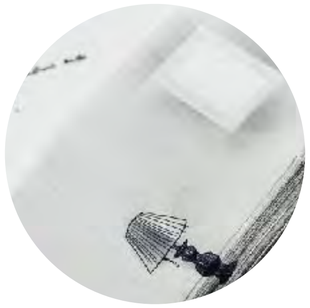
New Value Proposition

Creative business is all about the idea, strong ideas, and are born from…

How we communicate



Empathy



Imagination

Inspiration

This is brought to life by…

How we show the parallel with the brand

Process

Experimentation

Passion

BRAND STRATEGY

own the ampersand

BRAND MANIFESTO

We use the Ampersand because it makes things undefinable, because you are undefinable. For the Mentors, Thinkers, and Do'ers. The Clock has been struck. From Thinking, forming, constructing you push forward. Your hands-on paper, Marking it down for eternity with ink.

Whether it is an..

Idea & Concept
Beginning & End
Design & Function
Creativity & Logic

We will be ready.
Because It takes..

Failure & Success
Pain & Joy
Grit & Talent
Mess & Structure

It is yours. It is an idea AND We will be there when you are ready to unleash it.

.

Ampersand Themes for Limited Editions

art&industry

Ampersand Themes for Limited Editions

digital&analog

Ampersand Themes for Limited Editions

myth&legend

Myth and Legend
lock and key
lost and found
man and wife
name and address
nice and easy
null and void
peaches and cream
pen and pencil
pork and beans
pots and pans
prim and proper
profit and/or loss
pros and cons
pure and simple
rain or shine
ranting and raving
read and write
right and/or wrong
cup and saucer
wine and cheese

Adam and Eve
back and forth
bacon and eggs
bed and breakfast
birds and bees
black and white
body and soul
bread and butter
bread and water
bricks and mortar
bride and groom
business and pleasure
by and large
cause and effect
cloak and dagger
coat and tie
coffee and doughnuts
cream and sugar
crime and punishment
cup and saucer
law and order

salt and pepper
shirt and tie
shoes and socks
short and fat
signed and sealed
slip and slide
soap and water
sooner or later
stars and stripes
suit and tie
supply and demand
sweet and sour
tall and thin
thick and thin
tossed and turned
touch and go
trial and error
trials and tribulations
up and down
wait and see
war and peace

Logic and Analytics
down and out
first and last
fish and chips
flesh and blood
forgive and forget
front and center
fun and games
give and take
ham and eggs
hammer and nail
hemmed and hawed
high and dry
high and low
hot and bothered
huffing and puffing
husband and wife
in and out
Jack and Jill
knife and fork
ladies and gentlemen

Because there are a lot of ands in the world.

COMMUNICATION STRATEGY

A guide for any form of ideation
created for the code&quill collective

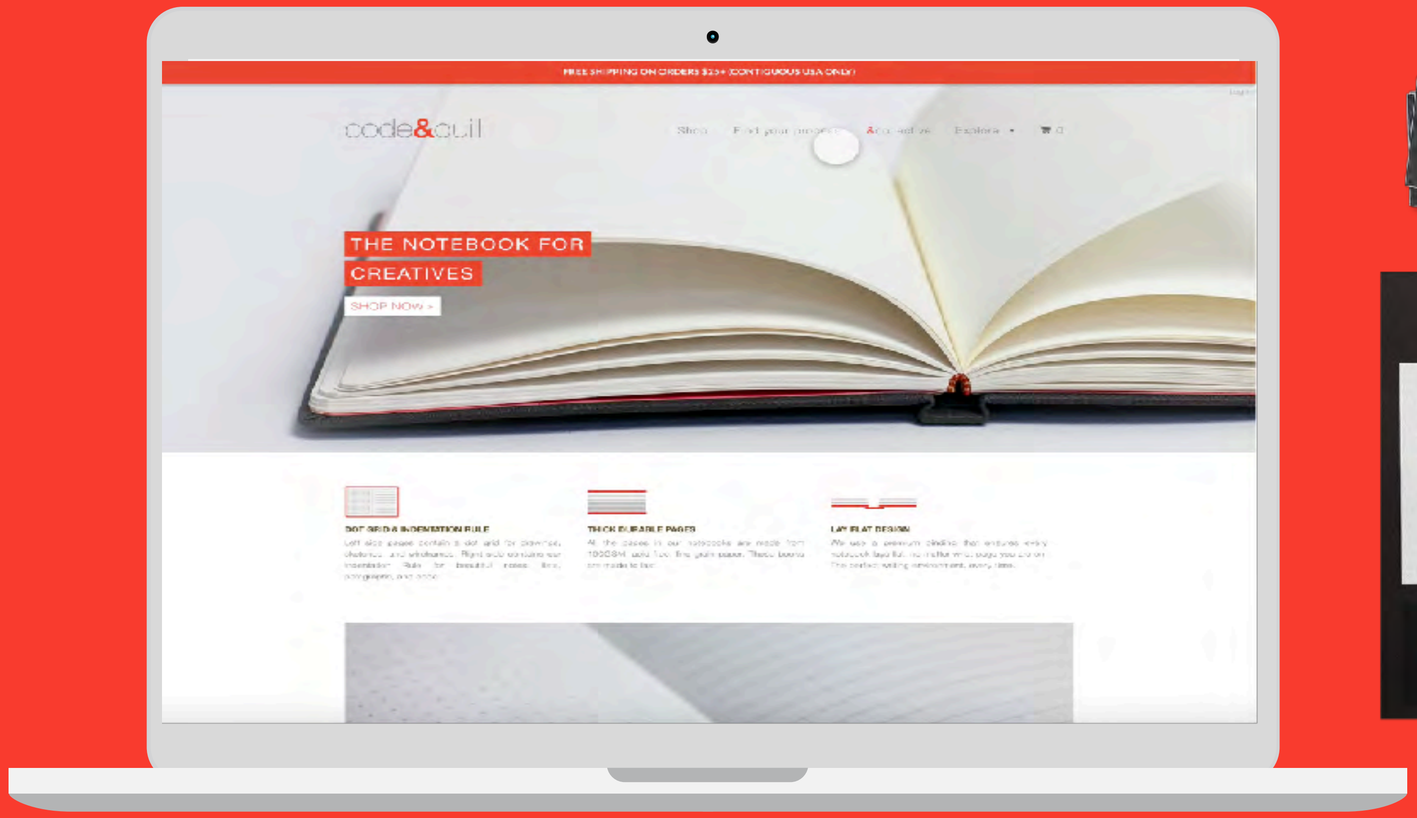
is brought to life by…

Process

Experimentation

Passion

code&quill


code&quill
THE NOTEBOOK FOR
CREATIVES
SHOP NOW »

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share & idea
&collective

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Mind Mapping Paper
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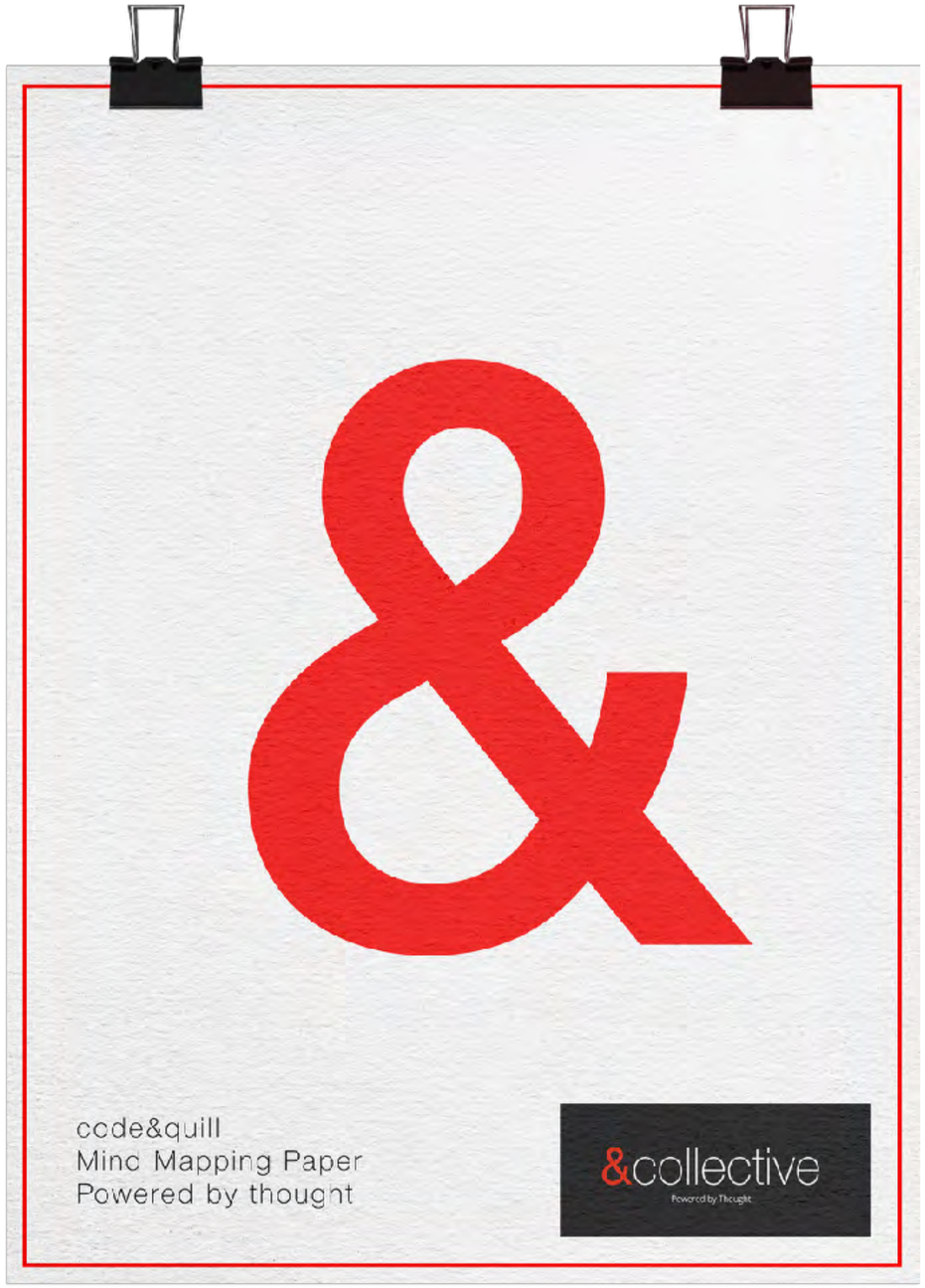
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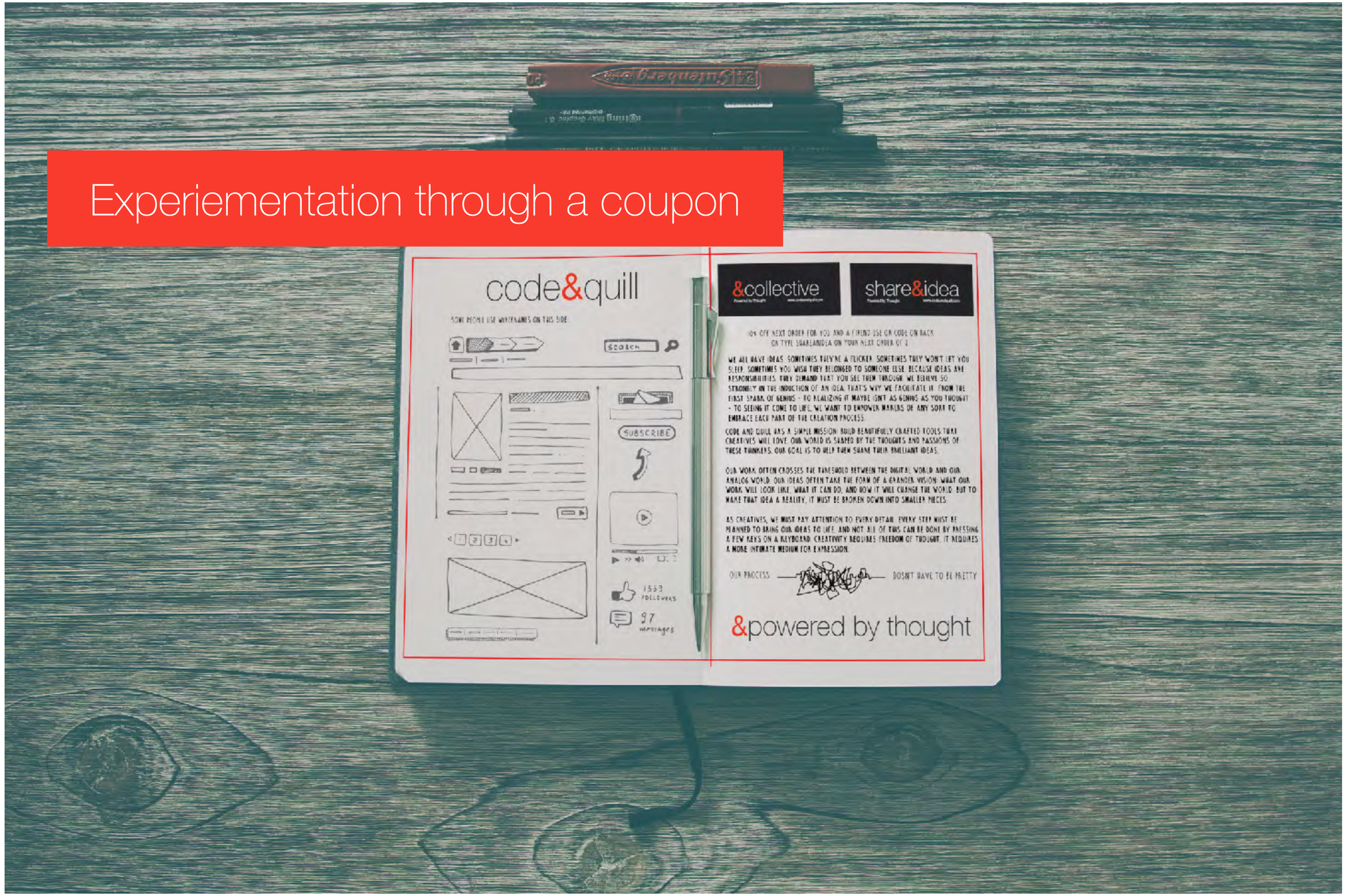
EXPERIMENTATION

EXPERIMENTATION

Experiementation through a coupon



Code and Quill Blog Change

Becoming a source for Today & Tomorrow

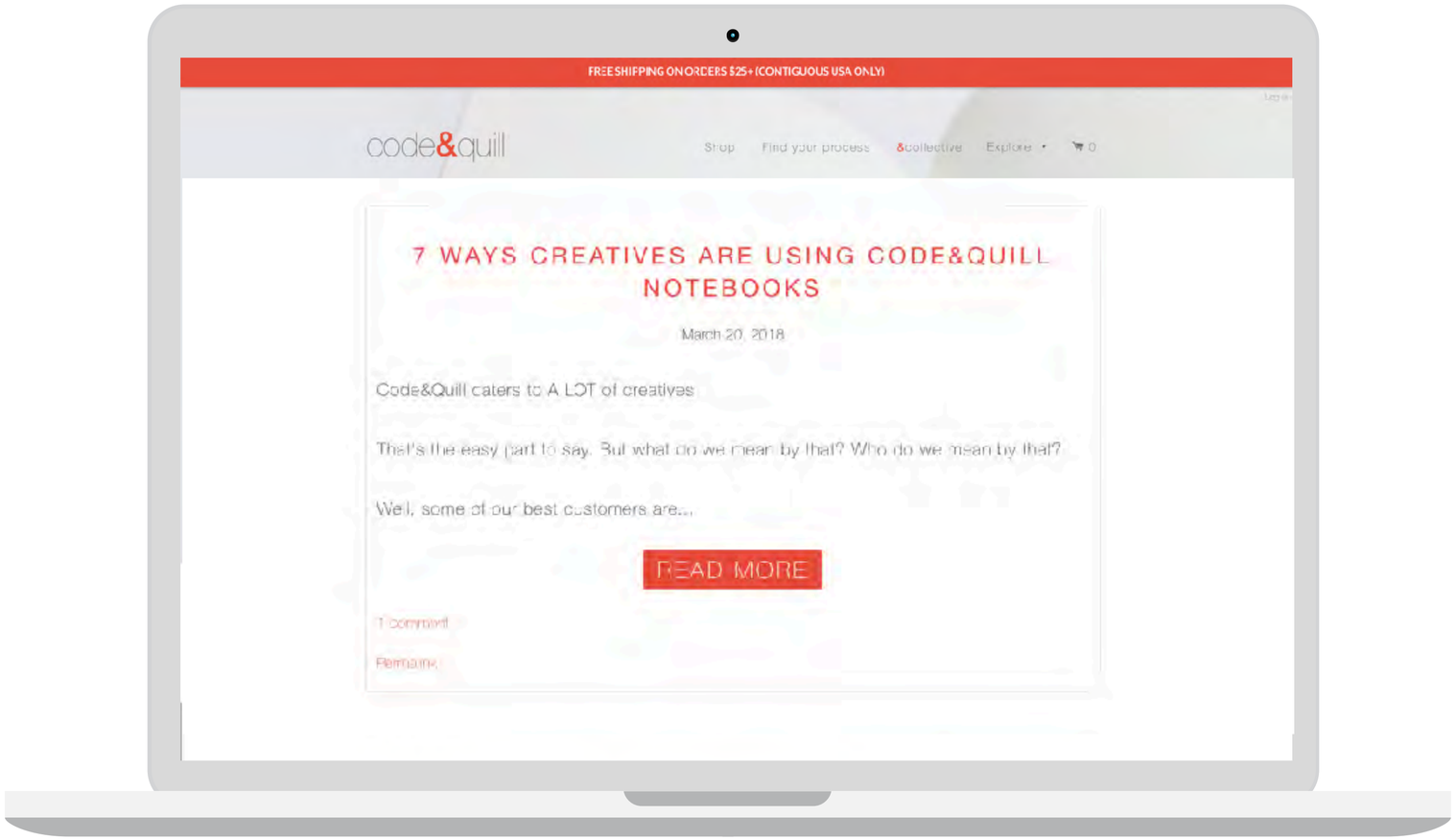
A community of renegades. The collectors, dreamers, makers and do’ers all looking to inspire and be inspired. A collection of stories, blogs, ideas to help guide people to do more.

EXPERIMENTATION

Micro Influencers

+

Medium Influencers

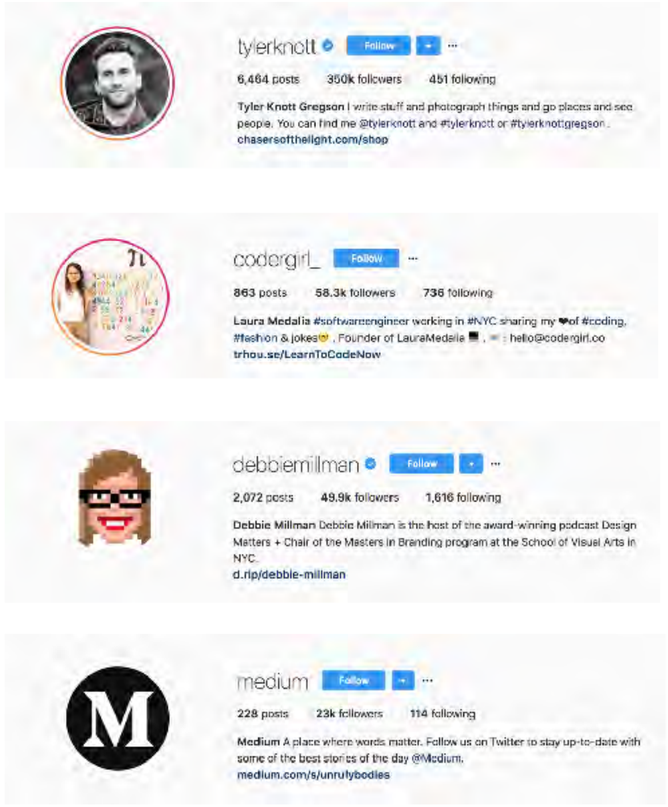


EXPERIMENTATION

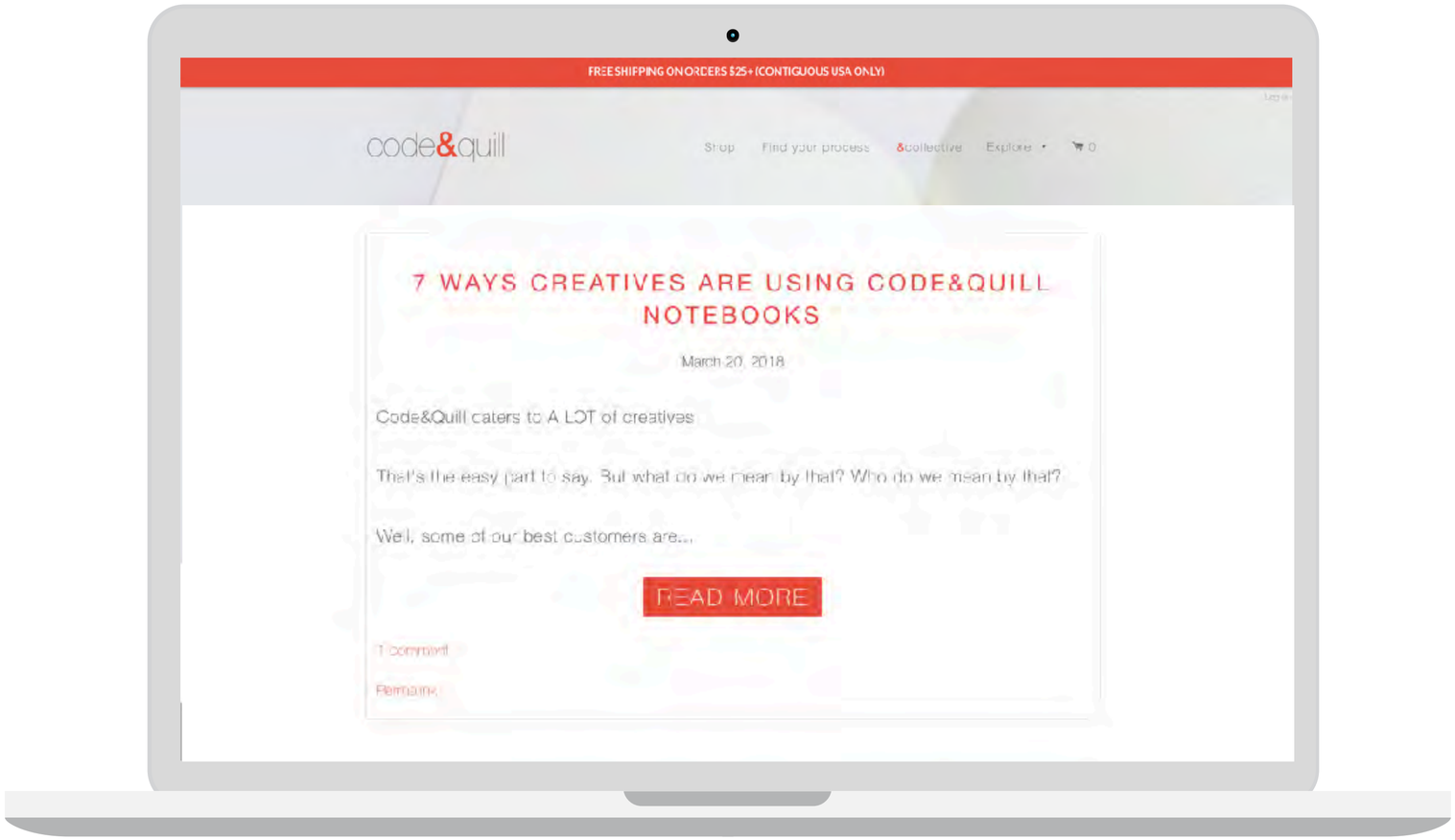
Code and Quill Blog Change

Becoming a guide for Today & Tomorrow

A community of renegades. The Mentors, Thinkers and Do'ers all looking to inspire and be inspired. A collection of stories, blogs, ideas to help guide people to do more.

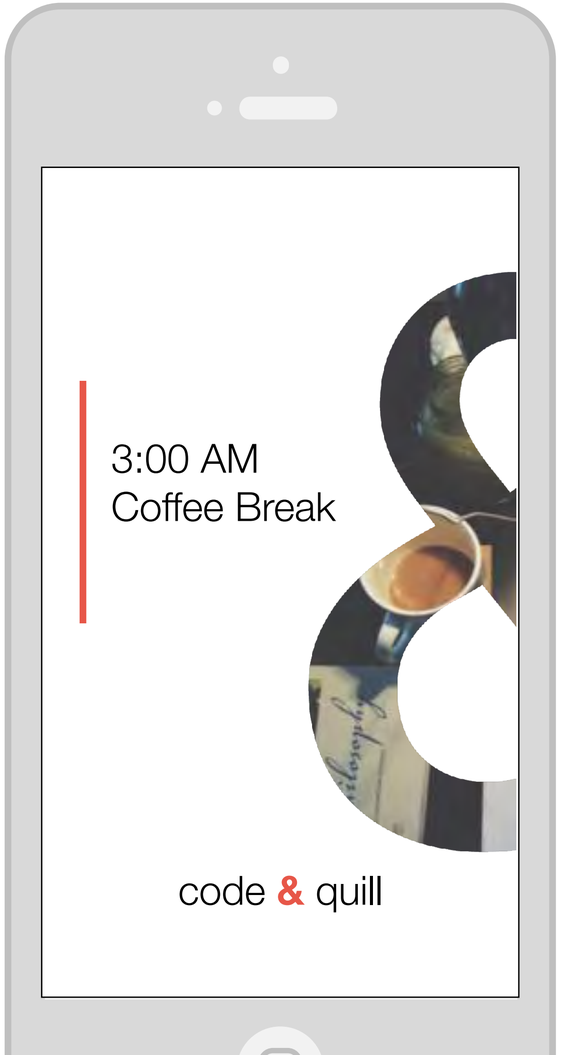


400K Possible Impressions



Code and Quill Social Possibilities

Star to Finish of process Post



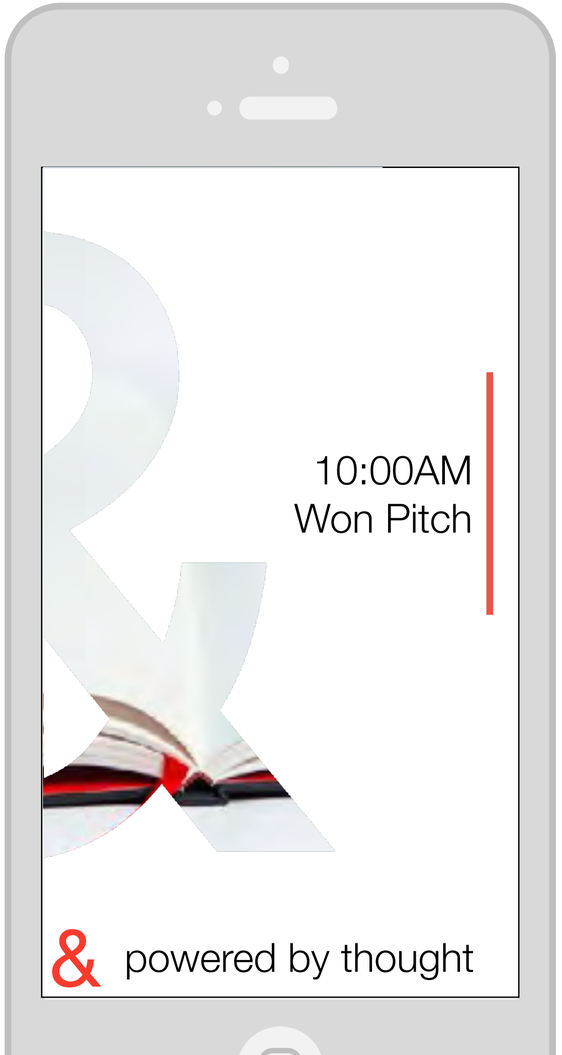
#codeandquillcollective

#poweredbythought

PASSION

Code and Quill Social Possibilities

Star to Finish of process Post



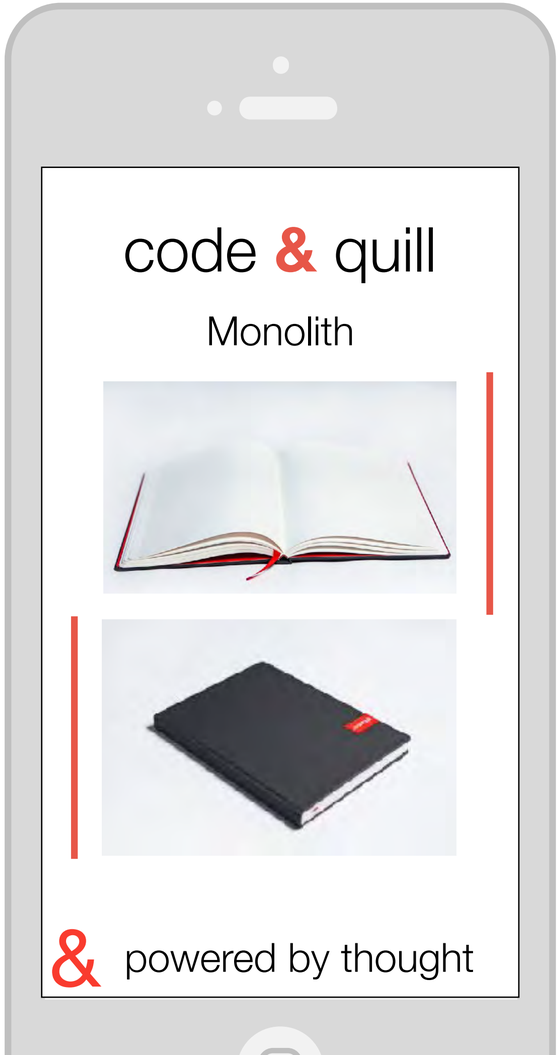
#codeandquillcollective

#poweredbythought

PASSION

Code and Quill Social Possibilities

Star to Finish of process Post



#codeandquillcollective

#poweredbythought

PASSION

Code and Quill Social Possibilities

Ampersand art and inspiration of different field/types/work

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#poweredbythought

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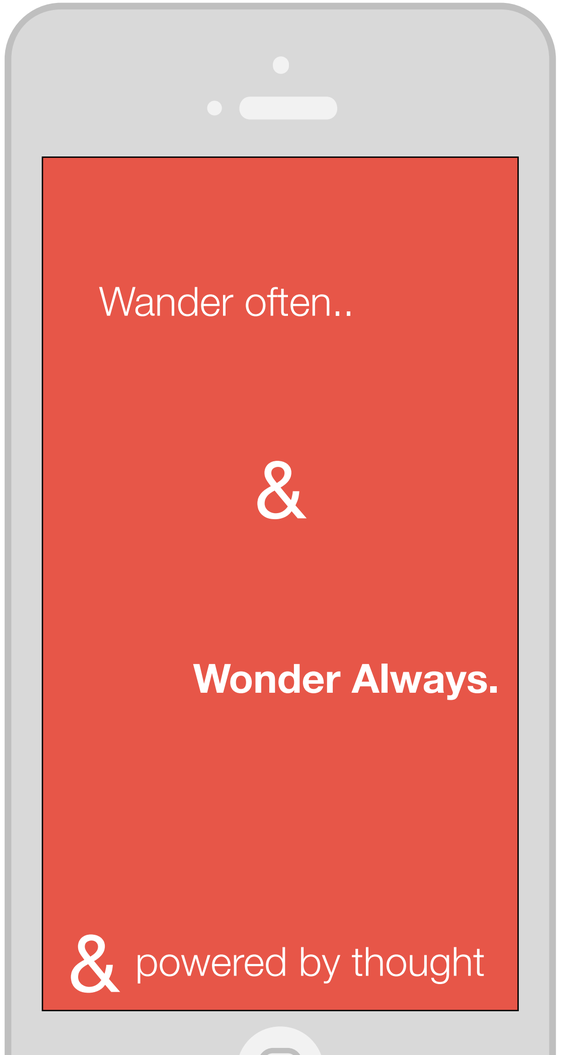
Ampersand art and inspiration of different field/types/work



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PASSION

Code and Quill Social Possibilities

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Ampersand art and inspiration of different field/types/work

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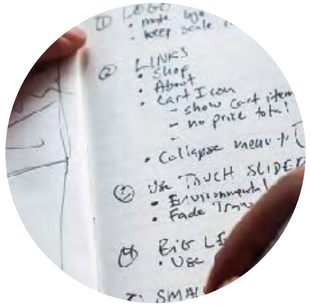
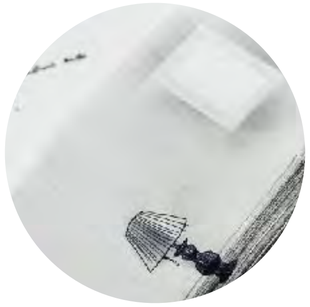
code&quill collective

How we communicate



Empathy

&



Imagination

&

Inspiration

&

How we show the parallel with the brand

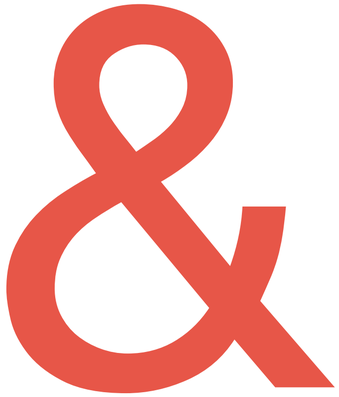
Process

Experimentation

Passion

The Collective and The Individual

Uses the mark that you/we live with every day



Relevancy and Inspiration

mark with great power that can be used for communication that is actionable

code&quill KPI's

Awareness

Increase traffic to website

Link to find your process page from Amazon

Engagement

Build a social community that is trackable

Micro Influencers, Hashtags, Handles and Blog

Action

Increase sales by 37%

From Coupon/QR Code

Own the Ampersand

code&quill

Wonder always.

Appendix

BRAND TRUTH

code&quill helps the ideation process.

CULTURE TRUTH

Creative people use notebooks as guides rather than a tool for ideation.

Paper is just paper, but when it come to function and design they want a brand that inspires them to keep going.

HUMAN TRUTH

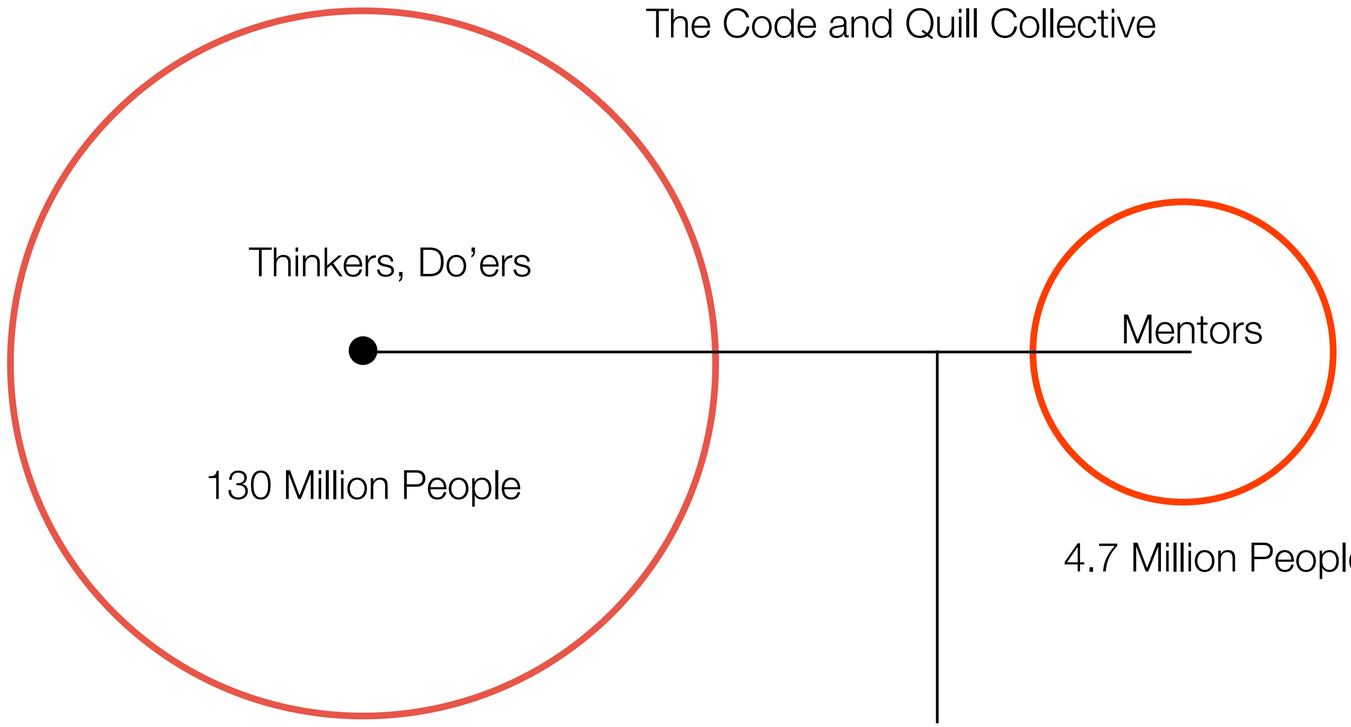
Everyone is in the playground of aesthetics and jumping on layers of creativity and design.

COMPETITIVE TRUTH

Target Audience User Habits

Early Adopters
Tech Savvy
Image Leaders
Ethically Source
Important to learn new things
Extra Features are more important than original product
My phone should help me get things done
Info for Products
Looking for new ways to socialize
Expert in many things
Likely to buy online
Like to hear about product or service though email
Like to set up their own businesss
Likes to stand out in a crowd
Prefere to work in a team
View themselves as Creative
Gaming as a source of entertainment

Introverted, imaginative, yielding higher in men when the trend for women in the field are growing. They are art enthusiast, design focused, nerds, Techies ,Art Appreciators,Design Lovers, Netizens and Readers They prefer to socialize with a few close friend. Prefer to share over social networks and follow brands that inspire them. And are open to experiences and are intellectually curious, original, creative and sensitive to beauty. They prefer novelty over strict routine



Breaking the bridge between Profession and Passion

Social Recommendations

Targeting

Ca
TC
FL
MI
NY
IL
OH
MT

Main Channels

Instagram (Inspiration Focus)
Facebook (Product Post)
Medium (New content)
Twitter (Customer Feedback)

Best Times

Monday+Tuesday+ Wednesday should be push out days for content since from social listening the competition is taking the later half of the week.

Micro-Influencers

Are a cost effective way that can increase sites on the brand but also creating relationships with other influencers that share the brands they love to work with.

Medium Partnership

Creating a parallel with medium writers and their blogs on instagram can create a multiple channel effect that promotes your brand in an authentic way.

Test Social

In rolling out the direction of powered by thought you would want to test the relevancy of the conversations you are having. A 3 month test could be beneficial in using the tags #codeandquillcreative and #shareanidea to gage success of both campaign and coupon.

Another Tag could be Find your & these could be showing different variations of processes to help be a guide for thought. It would inspire people to associate your brand with the new tag.

Coupon Quick Stats

80% of millennials said they used coupon codes when shopping online (CouponFollow)
78% of millennials and 79% of affluent shoppers ($100K+ household income) said they would use a featured coupon code from a print advertisement to buy online

79% of consumers say they normally use paper coupons

52% of the adult population will use digital coupons in 2017 (eMarketer)
Digital coupon usage will grow just 3.8% in 2017

67% of loyal customers will use/share a coupon

Breakdown

Last year you had sold 18,405 units of Code and Quill notebooks

The Average Revenue is in taking to account coupon cost would be $18.20

Accounting for first the 79% of affluent buyers and then from that calculating the probability of loyal users at 67%

share & idea
www.codeandquill.com

share & idea
www.codeandquill.com

Cost for a new customer is about $3 including the coupon deduction and material

Potential Revenue based on last years numbers

Probability

Max growth of 37% =$224,430

Min growth of 22% =$130,356

Enter Code:
SHAREANIDEA

Interviews

In selecting 30 people to talk about what creativity means to them I choose and array of job titles to see what are the key drivers in not only the title but in the output of what it means to be creative.

Job Pool

From: Engineers, Developers, Artists, Graphic Artist, Writers, Authors, Musicians, Industrial Designers, Copywriters, Experience Designers, Business Designers, Strategist, Entrepreneurs.

Interviews

People see themselves as creative but it is not something they boast about. It is because the process itself is inherently difficult to create. Being the brand that is the guide to succeed is a way in.

Key Findings

52% of Americans view themselves as creative.

The creative sector is a total of almost 5 million people.

People love your product, every single person I spoke with said they would buy it again.

The design is unmatched, let the users be your cheerleaders so that you can focus on inspiration.

The title creatives is very layered in identifying a certain group. It would be wise to start phasing this verbiage out of the Code and Quill dialogue.

Product Testing Feedback

Aesthetics

Beautiful, Purpose Driven Design, Functional, High Quality.

These are all themes that came up when talking about the aesthetics of the notebook. While it is important to say that you have a beautifully crafted notebook. This layers into how having the right products makes your work better and also the user more confident.

Followed 12 “creatives” over the the course of a month of using the product. The main goal of this test was to gage what the emotional connection to a brand like code and quill could be. Also talking about what notebooks and tools mean to them when it comes to the ideation process.

Function

It was for Syntheis, Concepting, Research, Ideation.

It was about how it helped them think, this notebook was designed for the best thinkers in mind. The root of all this is what thinkers have in common which is the idea. Focusing on creative process can pull better inspiration than the current scope of product benefit. Using this as a guide to show that Function and Design can live in tandum.

Recommendations for the Product

Mind Mapping Paper

Pocket

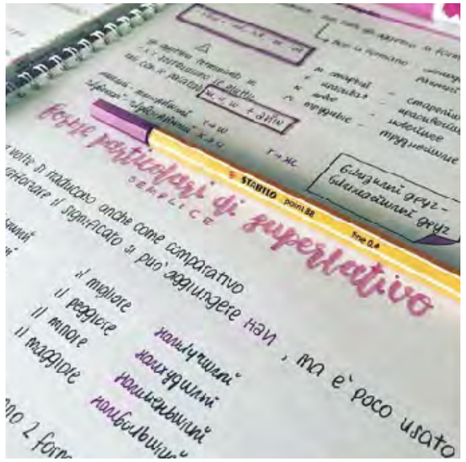
Fold out Paper

End blank pages

WHITELINES

“Function Aesthetic”

Function



Simplistic

Clarity

Current tag:

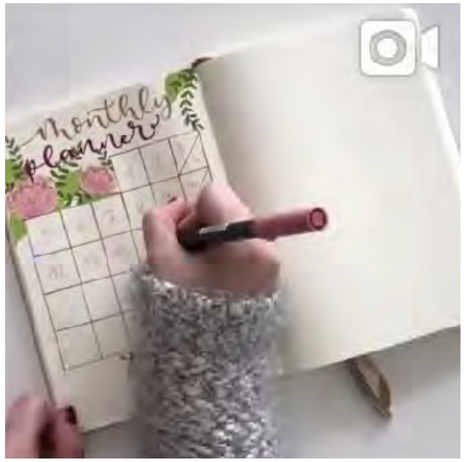
The new generation of writing.

LEUCHTTURN1917

"The Moleskine Wannabe"

Youthful

Colorful



Quality

Current tag:

Detail makes all the difference.

CODE&QUILL

"Minimalist Creative"

Quality

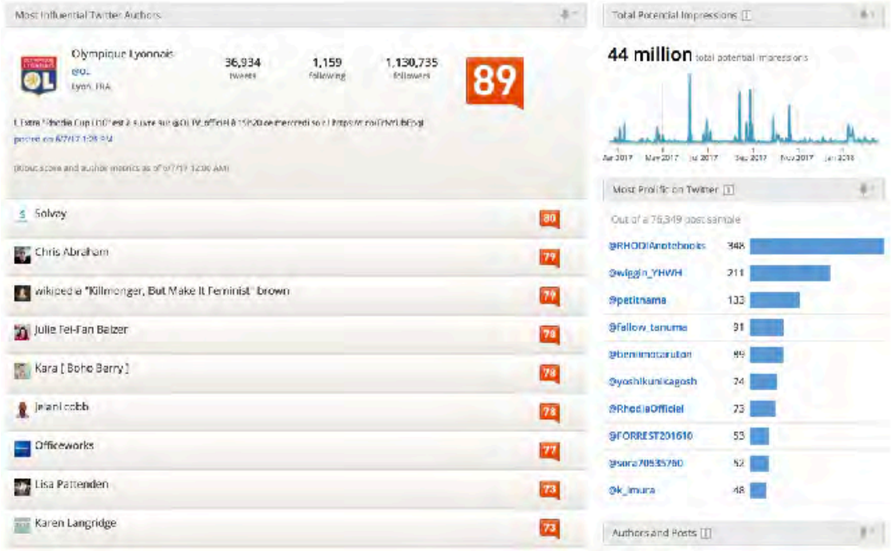
Innovation

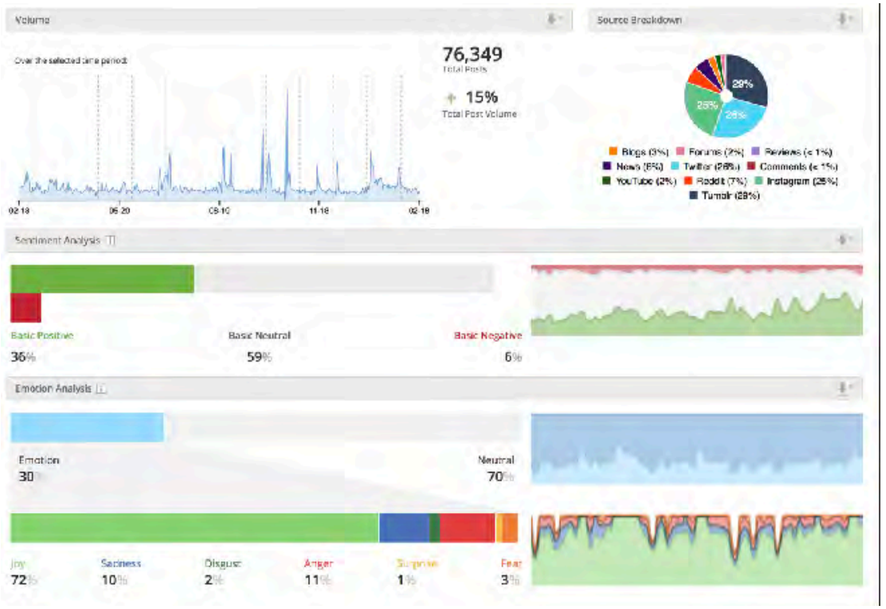
Stationary Aesthetic

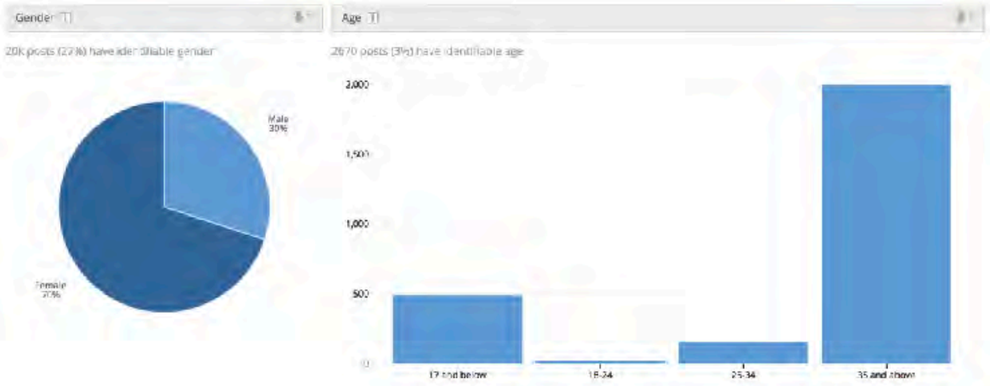
Current tag:

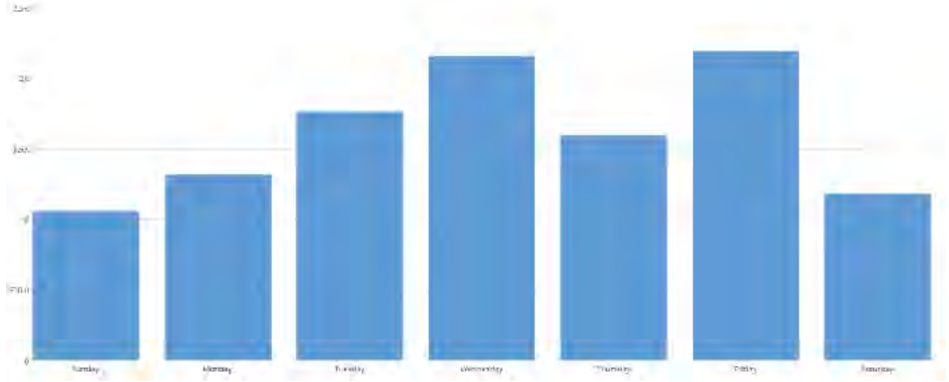
Tools for creatives

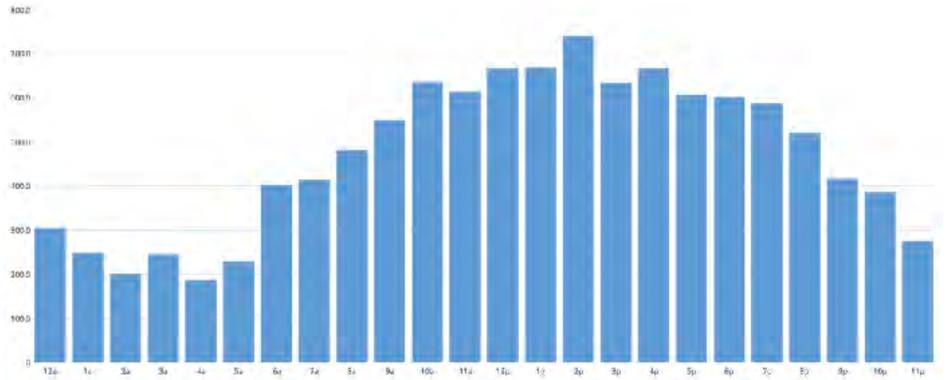
Rhodia


Most Influential Twitter Authors
Olympique Lyonnais
36,934
1,159
1,130,735
89
Solvay
Chris Abraham
wikipedia "Killmonger, But Make It Feminist" brown
Julie Fei-Fan Balzer
Kara [Boho Berry]
Jelani cobb
Officeworks
Lisa Pattenden
Karen Langridge
Total Potential Impressions
44 million
Most Prolific on Twitter
Out of a 76,349 post sample
@RHODIAnotebooks 348
@wiggin_YHWH 211
@petitnama 133
@fallow_tanuma 91
@benimotaruton 89
@yoshikunikagosh 74
@RhodiaOfficiel 73
@FORREST201610 53
@sora70535760 52
@k_imura 48
Authors and Posts

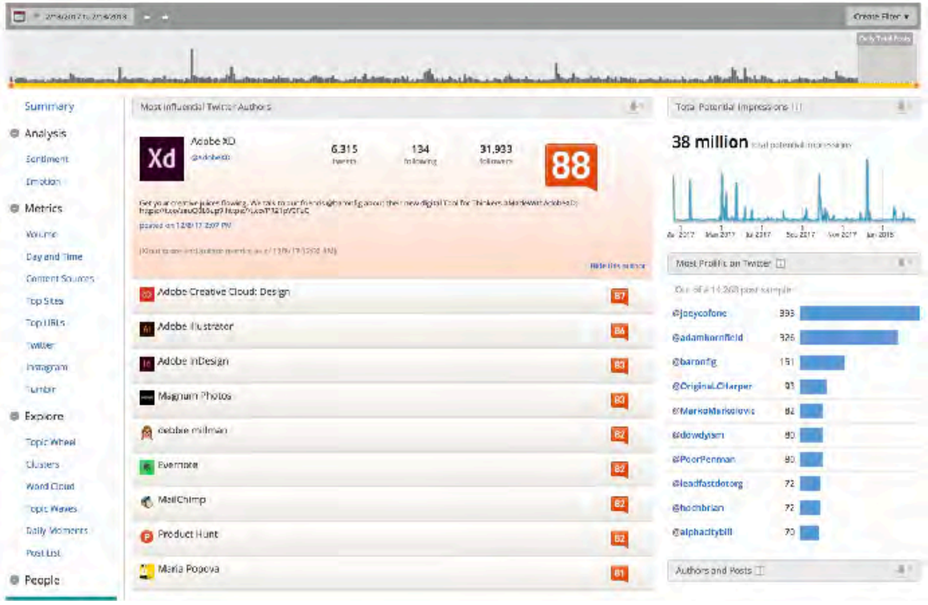

Volume
Over the selected time period
76,349
Total Posts
15%
Total Post Volume
Source Breakdown
Blogs (3%)
Forums (2%)
Reviews (< 1%)
News (6%)
Twitter (26%)
Comments (< 1%)
YouTube (2%)
Reddit (7%)
Instagram (25%)
Tumblr (28%)
Sentiment Analysis
Basic Positive
36%
Basic Neutral
59%
Basic Negative
6%
Emotion Analysis
Emotion
30
Neutral
70%
Joy
72%
Sadness
10%
Disgust
2%
Anger
11%
Surprise
1%
Fear
3%

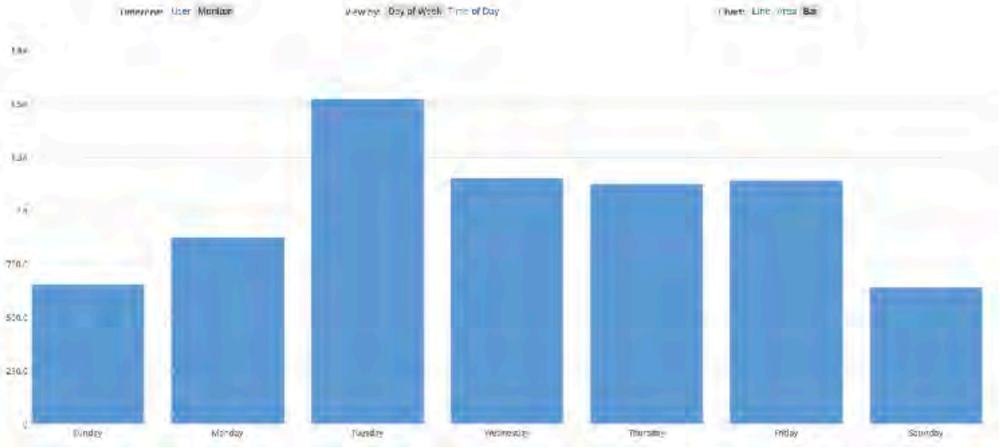

Gender
20k posts (27%) have identifiable gender
Male
30%
Female
Age
2670 posts (3%) have identifiable age
2,000
1,500
1,000
500
17 and below
18-24
25-34
35 and above

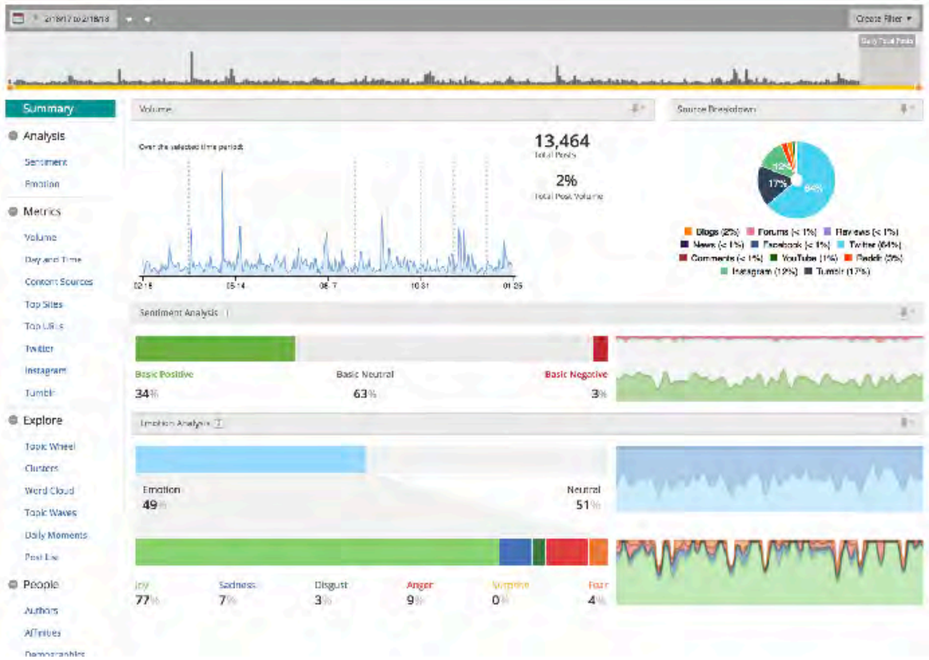


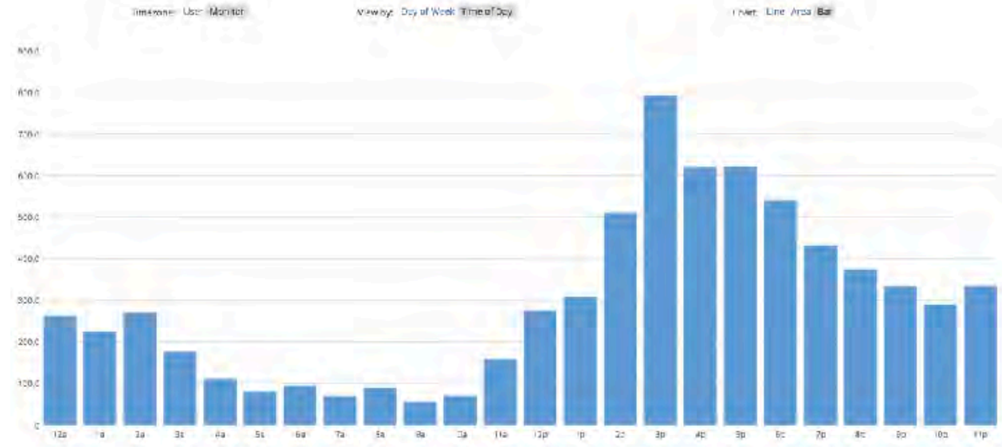


Baron Fig

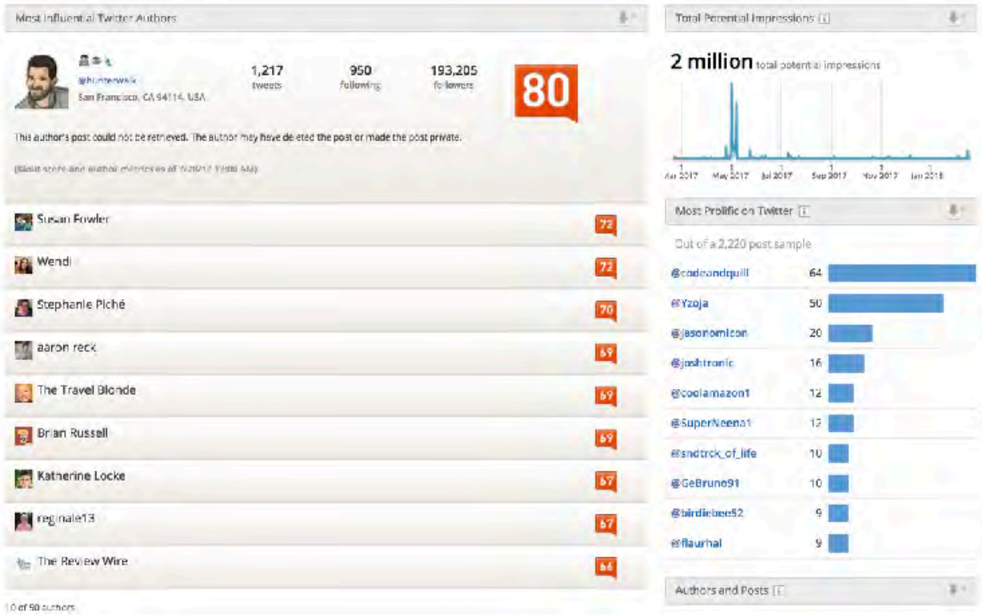

Summary
Analysis
Metrics
Explore
People
Most Influential Twitter Authors
Adobe XD
6,315
134
31,933
88
Total Potential Impressions
38 million
Most Prolific on Twitter
Adobe Creative Cloud: Design
Adobe Illustrator
Adobe InDesign
Magnum Photos
Evernote
MailChimp
Product Hunt
Maria Popova
Authors and Posts

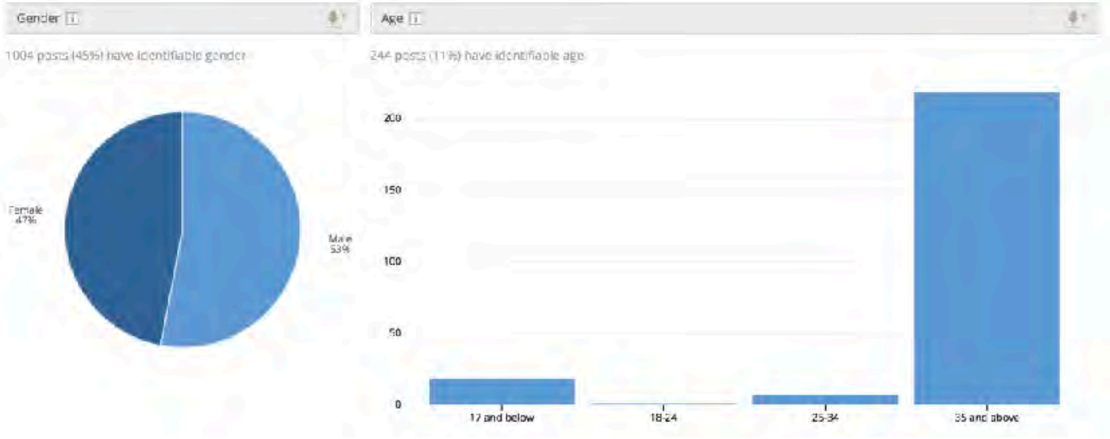

Timezone: User Monitor
View by: Day of Week Time of Day
Chart: Line Area Bar
Sunday
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday

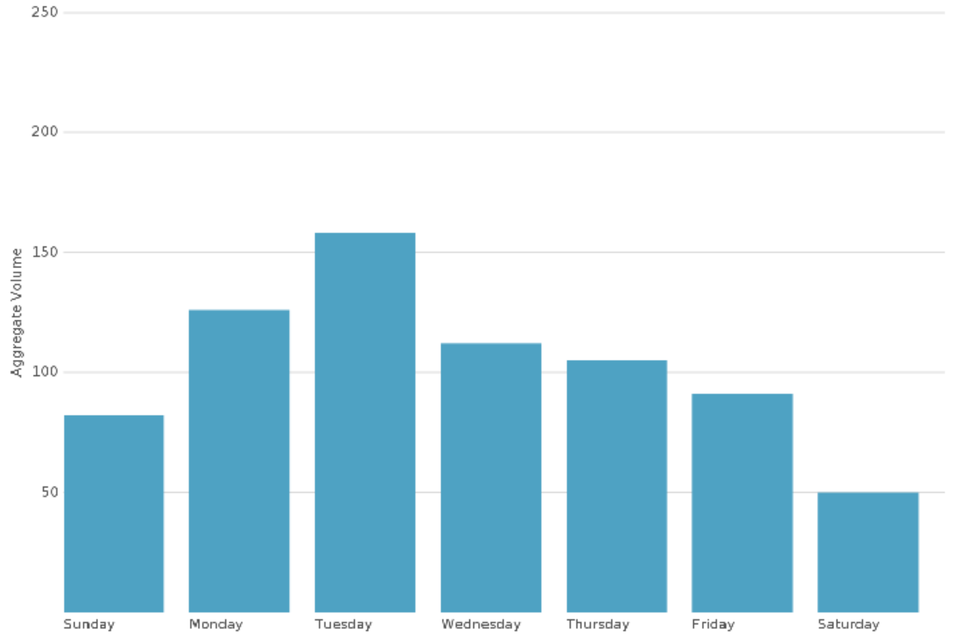

Summary
Analysis
Metrics
Explore
People
Volume
13,464
2%
Source Breakdown
Sentiment Analysis
Basic Positive
34%
Basic Neutral
63%
Basic Negative
3%
Emotion Analysis
Emotion
49%
Neutral
51%
Joy
77%
Sadness
7%
Disgust
3%
Anger
9%
Surprise
0%
Fear
4%


Timezone: User Monitor
View by: Day of Week Time of Day
Chart: Line Area Bar

Code and Quill

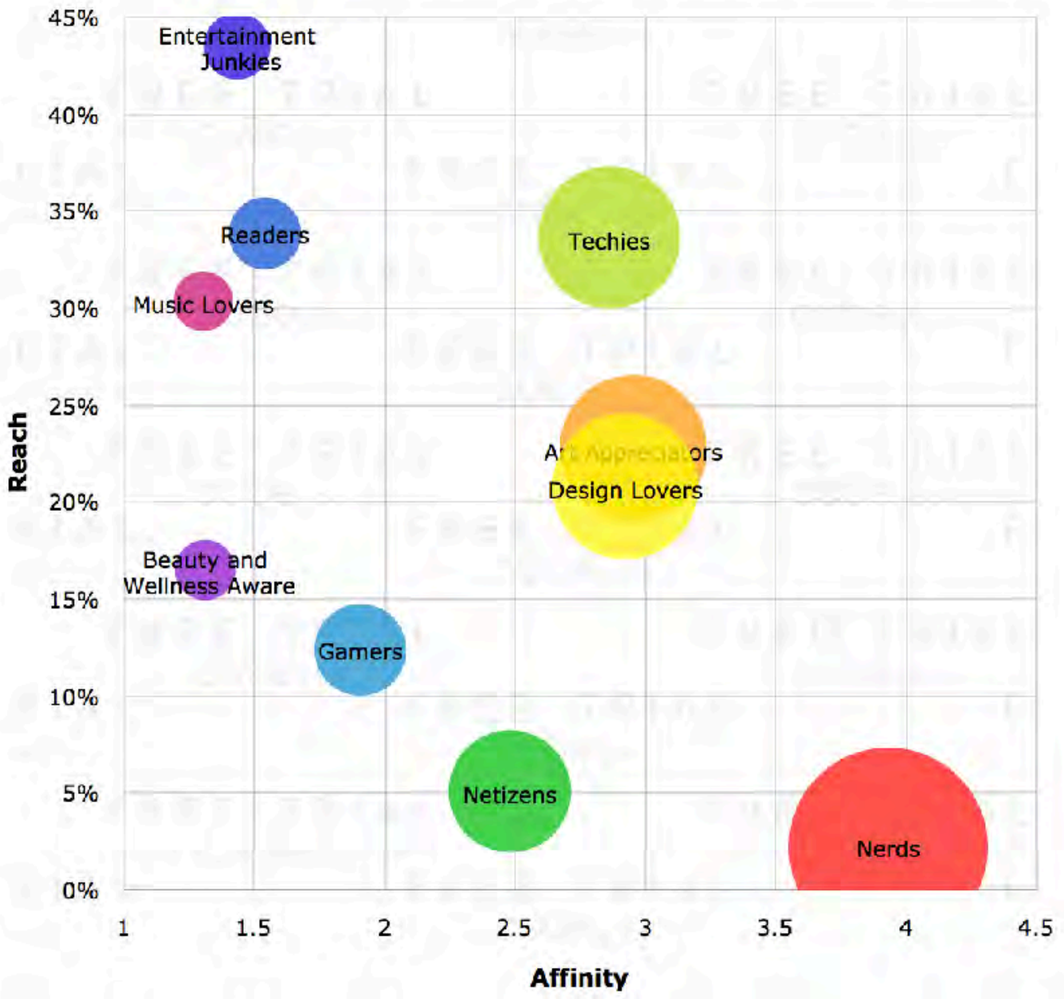






Curtis Side Project — Day and Time from 2/18/17 to 2/18/18
Timezone: Dashboard Time

medium
thought
ordered
camera
writing
#creative
$100
canon
codes
idea
dell
latest
large
making
company
rule
coupons
first
finally
left
last
data
cool
check
#notebooks
happy
need
man
hours
ever
send
color
tech
design
#art
2017
gray
origin
notebooks
follow
makes
let
want
best
thank
find
journals
yes
team
cover
old
away
art
offers
game
quality
photoshoot
paper
gifts
#design
pages
app
morning
t6
creatives
coupon
free
ink
#giveaway
work
heard
quill
feel
C
don
sweet
love
#blog
stuff
code
new
desk
yet
#win
read
wanna
never
little
@nivram_e
try
@codeandquill
pen
almost
looks
pack
toner
soft
extra
life
offer
hp
enter
na
contest
hear
traveler
right
good
giveaway
win
spend
ship
note
days
down
file
via
tell
creative
list
monolith
#notes
fine
pocket
notebook
awesome
ones
couldn
d&d
seen
wait
come
line
pad
bullet
grid
bring
#codeandquill
deals
planning
winners
hand
leave
custom
#dnd
dotted
code&quill
discount
blank
#writing

GENERAL LIFESTYLES

#	NAME	PENETRATION	REACH	AFFINITY
1	Nerds	14.48%	2.19%	3.93x
2	Art Appreciators	10.88%	22.67%	2.96x
3	Design Lovers	10.77%	20.72%	2.93x
4	Techies	10.53%	33.55%	2.86x
5	Netizens	9.14%	4.99%	2.48x
6	Gamers	7.04%	12.38%	1.91x
7	Readers	5.66%	33.84%	1.54x
8	Entertainment Junkies	5.28%	43.46%	1.44x
9	Beauty and Wellness Aware	4.84%	16.44%	1.32x
10	Music Lovers	4.80%	30.28%	1.30x